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1921  
The  
Roses of New Castle

Mrs. Charles  
Russell



**HELLER BROS. COMPANY**  
*Exclusive Growers of America's Best Roses*  
**NEW CASTLE INDIANA**

THIS IS THE MOST FAMOUS OF ALL THE 'ROSES OF NEW CASTLE' AND THE GREATEST OF ALL BUSH ROSES. ALWAYS BLOOMING, EXQUISITE FLOWERS, STRONG GROWING, PERFECT HEALTH. GROWS ANYWHERE.

# *Wonderful, New, Hardy, Everblooming Bush Rose* **JEANNETTE HELLER**

ALL THE  
the best  
Bush Rose  
in the world

JEANNETTE  
HELLER  
AND HER  
ROSE

Introduced  
and  
For Sale  
Only by  
**HELLER BROS. CO. NEW CASTLE, INDIANA**

IF YOU HAVE ROOM FOR BUT ONE ROSE BUSH—PLANT JEANNETTE HELLER. IT NEVER FAILS. IT WILL BE FOUND GROWING LUXURIANTLY IN EVERY STATE IN THE UNION. AN AMERICAN ROSE BORN IN AMERICA. IT HAS NO EQUAL.


















# Famous Jeannette Heller Rose

Introduced and for sale only by Heller Brothers Company. It is the best, strongest, healthiest, hardiest and most beautiful bush rose in the world

## Fifteen Good Reasons Why Jeanette Heller is the One Best Rose for American Gardens

(See the colored photographic reproduction on second cover page.)

- Always in Bloom**  The prime requisite of any Rose is to bloom abundantly. Jeannette Heller blooms literally all the time and the first year, no difference the size or price of the plant.
- Healthiest of All Roses**  Jeannette Heller has one most important point to a degree found in no other Rose and that is healthy growth. That is why it blooms so freely. It has wonderful health.
- Grows Luxuriantly Everywhere**  Jeannette Heller is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet.
- Perfectly Hardy**  You, who live where the climate is rigorous and extremely cold, can have beautiful Roses just as perfect as if you were in a southern climate. It is absolutely hardy everywhere.
- Perfect Flowers**  The colored photographs of Jeannette Heller fail to show the magnificence of its flowers, both in form and color. They are simply perfect.
- Superb in Color**  The color is indescribable, a beautiful blending of shell-pink in the center shading off to rosy blush and pale yellow; buds long and pointed and of immense size.
- Strongest Grower**  This is where the strong root-system and perfect foliage of Jeannette Heller make it invaluable. Has the vigor of an oak.
- Insect Proof**  No insect ever bothers it. It has massive leather-like foliage that affords no comfort or refuge for insects of any kind.
- Needs no Petting**  No matter what kind of soil you plant it in—It grows! All you need to do is to plant it—then cut flowers from it almost every day from early May until freezing weather.
- Grows where Others Fail**  You may think your soil or situation is not suited to Rose growing. Set aside such misgivings and plant Jeannette. It will grow where weeds grow—in any soil or climate.
- Splendid in the North**  You folks in the extremely cold climate who wish for your own Roses can gratify that wish. Plant Jeannette Heller. It will grow to perfection no matter where you live.
- Superb in the West**  All through the Middle West and southwestern country it is growing and blooming its way into the hearts of all who are fortunate enough to possess it.
- Grows like a Weed in the South**  Way down in tropical Jamaica we saw it—a bush of Jeannette Heller growing magnificently under the tropical sun, a plant five feet high and still wider across, covered with a perfect mass of gorgeous buds and flowers.
- Has captured the East**  The effete East has yielded to its charms and has pronounced it the one best Rose in America for amateur planters.
- An American Rose**  This is an American Rose born in America. It wants a permanent home in every garden in America. From the day you plant it, you will become a Rose enthusiast the rest of your life. That is the reason why we want you to try at least a few plants of Jeannette Heller—the best Rose in the World.

**PRICE**—Strong one-year-old pot plants, 30c each, 4 for \$1, \$2.50 per doz.; larger size, 50c each, postpaid. Extra-large, heavy, 2-year-old plants, 85c each, by express; by parcel post prepaid, 95c each; star size specimen plants (limited quantity), \$1.25 each, by express. **ON OWN ROOTS.**



Interior photograph of our mammoth Rose growing glass house. 300 feet long, 150 feet wide. Recently erected. Insect proof. Built of glass, concrete and steel. Houses one million Rose plants.

# THE ROSE SITUATION IN AMERICA

BY P. J. LYNCH

Rose plants are today among the most valuable products in America. Recent national legislation prevents the importation of roses grown abroad, which means a shortage of millions available in the American market. Very few rose establishments have fully recovered from war conditions when the production was practically suspended. There has never been such a scarcity of rose plants. In fact the product is far short of the demand. We are fortunate in preserving our stock intact and having today more roses than we have ever had in our history. Our advice, however, is to ORDER as EARLY as you possibly can and if the plants are not wanted for immediate delivery they will be reserved for you and sent at the proper planting season, or whenever you direct.

Heretofore we have issued larger and more elaborate editions of our catalog than is now possible under the present conditions. Not only the scarcity of paper prevents a larger book, but the tremendous cost—more than four times as much in price as during the pre-war period, is another reason for conserving paper. Our old friends whom we have served for so many years need not be told that the catalog does not make the quality of the goods. If we did not issue

a catalog at all our goods would be of the same high quality that has characterized them always. We are essentially rose growers—one of the pioneers in this business in America. It has been a life-long business with us and we ought to grow good roses, and we do.

These famous ROSES OF NEW CASTLE are known the world over for their enduring qualities and their loveliness. They are planted in every state in the American union and practically every foreign country and have made this little city of New Castle famous to the furthestmost corners of the earth.

This year we have an immense stock at your disposal and we promise you that your order, no matter whether it be large or small, will be not only appreciated but it will bring to you a degree of happiness not found in any other investment that you can make.

As to prices, they have been advanced but a trifle over pre-war times, notwithstanding that the cost of production has increased enormously.

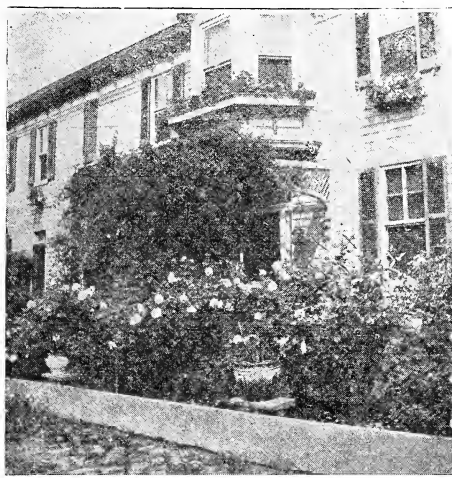
## Made in America

For some years past a strong effort has been made in this country to popularize foreign grown Roses. The label "imported from abroad," was thought to be the hall mark of superiority. The World's War and recent national legislation has made it necessary for American Rose Growers to do what we have been doing all these many years, produce their own stock. Not many firms are in a position to do this, as it has been easier and more profitable to import cheaply grown budded or grafted Roses from abroad and they are not equipped to produce their own stock. The writer's people for some seventy years have clung to one belief, that America could produce her own Roses for her own people, and so at last the doctrine that we have preached all these years has come to pass. Everybody, professional and amateur alike, is sounding loud the praises of **own root Roses** grown in America.

We have not been obliged to change our plans, for we have been producing this character of stock throughout these years, knowing full well that **Roses on their own roots**, as we grow them, were the best for the amateur planter and merit in the end always triumphs. Our stock is larger than ever before and if possible, in finer condition, but the demand, of necessity, is very great and again we urge, **ORDER EARLY** that you may not be disappointed.



Heller's Roses growing in the home yard of Mr. Richard A. Smith, Denver, Colorado.



Rose Garden of Heller-Roses.  
Mrs. August Pepphn, Baltimore, Md.

for all soils and climates is our famous Jeannette Heller—best all-around Rose in the world.

Rose growing in America from the amateur standpoint, is but in its infancy. Everywhere each succeeding year we see more Roses around the home—Bush Roses, Climbing Roses running over trellises, the Veranda, Pergolas. These Climbing Roses are as hardy as an oak—once planted they last a life time, growing more beautiful every year, especially if they are on their own roots, as we grow them. American people love Roses, love to grow them, and they know now that a home grown Rose on their own roots, such as we grow here in New Castle, is the only kind to plant for permanent results.

We paint our homes at a large expense. We decorate the interior in an expensive way, but a great many of us neglect the most inexpensive decorations that a home can have—the one that is more effective than anything else and that is by not planting some Roses, both Bush and Climbing Roses.

**NOTE.** Please bear in mind that when our big shipping season is on it is impossible to keep up with our correspondence and orders. We ask our friends to be as indulgent as possible. In order to expedite correspondence, when you write us about anything please enclose a stamped envelope or post-card with your name and address written plainly.

### A Comfort, Not a Burden

But the spirit of beautifying the home with Roses is growing rapidly. More and more it is coming home to us that blooming Roses around the home does not belong to the rich. Wherever there is fairly good soil, these "Roses of New Castle" will bloom gloriously for anyone, everywhere. This is the year for you to make a start and verify this statement. We promise that if you will plant even a few of these "Roses of New Castle" you will become a Rose enthusiast for all time.

### SAYS FOR HEALTHINESS, SIZE, CARE IN PACKING, AND BLOOMING OUR ROSES EXCEL.

"Last year I ordered about forty Roses from you for myself and a few friends. We were more than delighted with your stock in every way. Reaching me in first class condition every one of the plants set out did wonderfully well and yielded blooms which were the envy of all. The size of your plants—their healthiness—and the excellent care taken to insure their receipt by your customers in first class condition merit my heartiest commendation, and far exceeded my expectations. I am sending you another order for about 75 more this spring and know I am going to be more than satisfied."—J. FRANK BARRIE, Topeka, Kans.

## Best Rose Growing Soil

The American people love Roses—love to grow them. They have learned to know Roses—to know what a good Rose is. They have learned that a home grown, on own root Rose, such as we grow here in New Castle, is the only kind to plant. They know that such a Rose is immeasurably superior to a grafted or budded, foreign grown Rose. They know that such Roses soon go back to the source of their origin, the wild root, and is nothing more or less than a wild Rose. They know that here in New Castle is the best Rose growing soil in the world.

We have made this city famous in the nation as the "Rose City." They know the reputation for high grade stock and fair dealing which we have established. They know that, not only do we say that we grow the best Roses in America, but we do grow them. They know that the best bush Rose



Jeannette Heller and Her Roses.



## How to Order---Important---Please Read

The prices, terms, and conditions, in this book cancel all previous prices and terms in all other books, advertisements, post cards, etc., now in circulation. We reserve the right to cancel prices and terms in this book WITHOUT NOTICE. Address always Heller Brothers Company, New Castle, Ind.

### Order Now!

Make up your order at once. We will reserve the plants for you and ship at any time you desire. The proper planting time is after all danger of severe frost is past—corn planting time.

### Character of Stock--How Sent

All our Roses are grown in large pots or crocks and when sent out are in full foliage ready to produce immediate results. They are the best and the only kind which insures the success of the amateur planter. One-year-old and special size roses, chrysanthemums, geraniums, small ferns, cannas, all bulbs and the like are sent by Parcel Post—postage prepaid unless advised to ship by express when the purchaser pays the charges; all two-year-old and star size rose plants are sent by express shipping charges collect.

If you desire a few two-year-old plants sent by parcel post with soil on roots, safe as by express, add ten cents per plant to pay postage; a few star size plants can be sent by parcel post and in such cases add 15 cents for single plants to cover postage.

When sent by express we leave a good portion of the soil around the roots, a very decided advantage. With years of experience and scientific method of packing we send Rose plants safely all over the civilized world. Our Rose plants may be planted any time because they are always in full growth, and grown in a cool temperature in nature's own way. They are not forced in any way.

### Canadian Customers

Our first size plants grown in pots  $3\frac{1}{2}$  inches in diameter and less, can be sent into Canada at any time. Dormant shrubs such as Hydrangeas, Snowballs and two-year-old and Star size Roses re admitted into the Dominion from Mrch 15th to May 15th and from October 7th to December 7th. All Canadian shipments are at purchaser's risk, and when sent by express must be prepaid, so remit sufficient to pay express charges, which would be about 15c per plant for two or three-year-old Roses.

### Foreign Orders

To countries where we can send by parcel post, add 25% for postage and packing.

### Goods in Transit

All shipments travel at purchaser's risk. We prepay all shipments by Parcel Post; all shipments by express the purchaser pays

the shipping charges. Very few goods are damaged in transit. Our customers' interests are our interests. We believe that a pleased customer is our best advertisement, so we aim that each and every customer shall be well pleased and satisfied. Shipments by Parcel Post may be insured against damage. 5 cents will insure to a value of \$25, which fee you may send us if you desire shipment insured.

### Terms of Sale

Your order will be shipped immediately when received unless you direct to the contrary. Plants may be cared for even in the coldest weather by covering them up outdoors in a protected place, where they can remain until you are ready to plant them permanently. The rest thus received is good for them. Therefore we will ship your order when it is received unless you direct to the contrary. We will reserve plants for later shipment when so directed. Delays occur in the spring of the year, our heaviest shipping season, and we ask our friends to be patient when we are in this great congestion. Early ordering is advisable.

### Complaints

Errors are promptly corrected but complaints must be made within ten days after receiving shipment, otherwise they will not be entertained. We strive, to have all plants true to name but we do not guarantee it. We give no warranty express or implied as to quality, productiveness or any other matter of any plants, bulbs or seeds that we send out and we will not be responsible for the production. If the purchaser does not accept the goods on these terms they must at once be returned. Mistakes will occur no matter how careful we may be—the right label will sometimes be attached to the wrong plant. But the value is always represented in your shipment, in fact, we endeavor to do a little better than your order calls for. But in the great rush which comes to us in the spring of the year when we are practically required to do the business of the entire year in a period of a few weeks, it is a physical impossibility to prevent trifling mistakes. Therefore, we make this statement of our responsibility that there may be no misunderstanding when you order. We cannot assume a responsibility that is largely out of our control. It frequently happens that a certain variety will run out and in such case we reserve the right to give another variety of equal value unless we are instructed to the contrary.

# How to Grow the Roses of "New Castle"

## When to Plant

Our Roses are invariably pot-grown and can be planted at any time during the year when the ground can be dug; but the best time to plant, to use a homely comparison, is right after corn-planting time or after all danger of frost is past. Select, if possible, the most sheltered and sunny location for planting, not too close to large trees.

## Unpacking Plants

When the plants are received, soak the roots in lukewarm water or thin mud for an hour or so before planting, and when they are set in the ground firm the soil well around them and protect from the direct rays of the sun for a few days with newspapers or similar material. Water thoroughly after you have planted them. Then do not water again until the ground becomes dry. If you have a dry season, moderate watering from time to time will prove beneficial, but do not keep the ground soaked all the time. Do the watering in the morning.

## Preparation of Soil

Ordinary good garden soil will grow Roses to perfection. Well-rotted sod soil is still better, to which can be added one-quarter well-rotted cow manure or stable manure. If you cannot secure that, then use our Walker's Plant Food, which, as a manufactured fertilizer, cannot be improved upon. Price, 2½ oz. can, sufficient for 3 gals., 25c; 5 oz. can, sufficient for 6 gals., 40c; 12 oz. can, sufficient for 15 gals., 60c, postpaid.

## How to Plant

Spade the soil to a depth of about twelve inches, mixing in the manure or fertilizer, and when ready to plant set the Roses about eighteen inches apart, if you have the room, or even twelve inches apart, putting the roots well below the surface of the soil. Cover them completely with soil, pressing down firmly with the foot.

## After Culture and Care

Water the newly set plants as they seem to need it, preferable in the early morning. Insects will not bother our vigorous Roses very much, but if they do, keep the foliage clean by syringing with clear water. The following insecticides are especially recommended: Kerosene Emulsion, Tobacco Insecticide Soap, Bug Killer.

Before laying this book aside, make up your order. This is the time to start a rose garden. These magnificent rose plants have been grown for you. This is no experiment, for, with ordinary garden soil, you will succeed. Order early, order now, time is slipping by. Have no hesitation. Over 200,000 satisfied buyers can and do testify to the fact that our famous "Roses of New Castle," all on their own roots, pot-grown, ready-to-plant kind, are the best rose plants grown on this continent and, their splendid quality considered, they are by far the cheapest.

## Pruning Roses

A safe guide for pruning one's Roses is to cut them back about one-half the previous year's growth. Do this in the early spring before they have started to make a growth. As the plants bloom, and they will bloom most profusely during the growing season, get the full benefit and enjoyment of the flowers by cutting them off. The more you cut them, the more flowers you will have. Where plants fail to mature the buds which they bear, remove some of the undeveloped buds, and enrich the soil around the roots of the plant with Walker's Plant-Food, air-slacked lime, well rotted cow manure or any good fertilizer, to give the plant more root-action to deliver its flowers.

## Plants Dropping Leaves

One point in particular is that, when you see the leaves of the plants turning yellow and perhaps dropping off, after you have set them out, do not take this as a sign that the plant will be hurt for that is simply Nature's own remedy of conserving the vitality of the plant, and it will throw out new shoots far more vigorously than the old ones that have turned yellow and have dropped off. If the foliage does not drop off, pull it off. It will help the plant.

## Winter Protection

All Roses are benefitted by protection during the winter whether they need it or not. It is an inexpensive and safe precaution. Do not cover the plants until they have had many good hard frosts. They need severe frosts to ripen and mature them for their winter's sleep. Cover them thoroughly with leaves, hay, straw, light manure, street sweepings, pine or cedar boughs, corn fodder or any protecting material of a similar character, and then do not remove the covering in the spring until the weather is settled.

## Special Information

If there is anything you want to know in regard to the care and culture of plants, or any other information that we can give you, write us and we will cheerfully render such assistance as we can. Be sure that you enclose stamped, addressed envelope or an addressed post-card, when writing us for information, and you will get a quicker response. This is important.



## The World's Greatest Creations in Roses



Columbia

### \*Premier

An off-spring of Ophelia and Mrs. Charles Russell, two of the greatest roses of American origin. This magnificent Hybrid Tea is a novelty of the first water. Deep rose pink, flowers perfect in form, deliciously fragrant, thornless, a strong grower, producing its wonderful flowers on long, stiff stems continuously throughout the growing season.

### \*Mrs. Henry Winnett

Remarkably strong grower, producing strong shoot, each one crowned with a magnificent bloom, well above the foliage, excellent for forcing and equally as good for outdoor growth, being extremely hardy. Foliage fine dark green and free from insects and disease. Color a bright shade of crimson, not quite as dark as Hadley, but not as light as Richmond.

### Madame Collette Martinet

Beautiful old gold yellow, shaded with orange yellow, with long golden yellow buds, opening into a fairly large gobular flower; very vigorous grower of a splendid branching habit, with reddish foliage; very fine.

Prices of all Roses on this page: First size plants, 35c each, any 3 for \$1.00; larger size, 45c each, any 4 for \$1.50, postpaid; strong, 2-year-old plants, \$1.00 each, by express. Varieties marked \* can be furnished in star or specimen plants at \$1.25 each, by express.

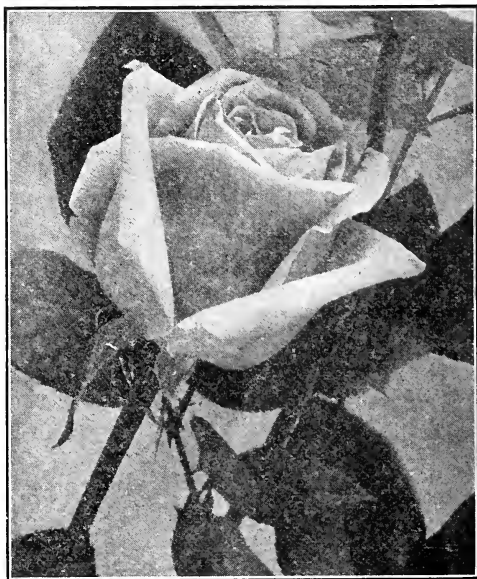
On the pages following are offered the greatest creations in the Rose world and among them are exquisite varieties marvelous in form, color and fragrance. It is impossible to find space to describe them properly, but they mark the scientific advancement the world over in the realm of roses. Of necessity our supply is limited, therefore order early. They are essentially garden roses and will do well in any climate; hardy, free blooming and superb in their wondrous beauty. No better collection may be found on this continent.

### \*COLUMBIA

Has become the foremost rose of America. It belongs to the Hybrid Tea class. The color is a lovely shade of deep glowing pink, becoming deeper as it opens. The flowers are beautiful beyond description. A strong, sturdy grower thriving everywhere; nearly thornless; produces its magnificent flowers in greatest abundance.

### NEW CASTLE

This great new Hybrid Tea Rose is so much a counterpart in strong, healthy growth, magnificent flowers and general habit of our "Jeannette Heller" that we can do no better than to use the descriptive matter of "Jeannette Heller" in describing it. Its beautiful, large, double, lustrous, cerise-red blooms are borne in the most generous abundance throughout the entire growing season.



Premier





## H. D. M. BARTON

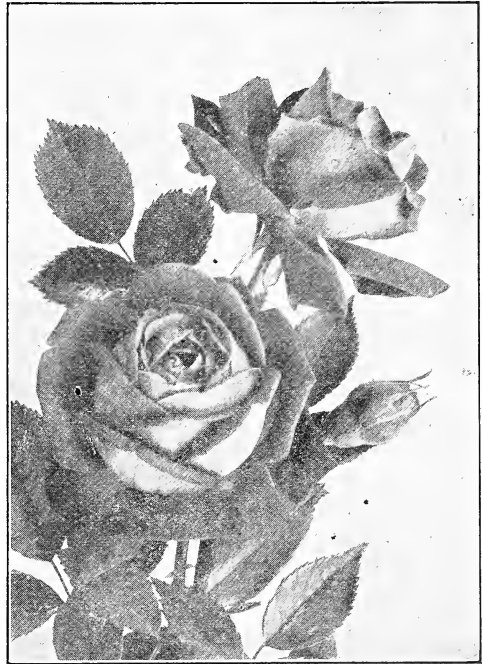
**Hybrid Tea.** A grand bedding rose of the Gen. McArthur type. Strong grower. Hardy everywhere. Awarded Gold Medal by the Irish Rose Society. Buds long and pointed, opening full and double, of a deep rich velvety crimson of good size.

### \*LADY PLYMOUTH

**Tea.** A Rose similar to Souv. de Pierre Notting, which means a handsome bud and full, double bloom of large size. Being a Tea it blooms all the time and has the delightful fragrance. The color is a delicate pearly but deep ivory cream, faintly flushed.

### \*OPHELIA

This new Hybrid Tea Rose has the brightest future, in our estimation, of any Rose introduced for the last quarter of a century. The color is one so difficult to describe that any description can only be a partial one, and gives but a faint idea of the superb beauty and richness of the shades. Salmon-flesh shaded with rose. Buds of unusual attractiveness, opening full and double. Habit excellent, growth strong, produces flowers on long stems, standing well up above the foliage, and in great profusion all summer. Hardy in almost all localities. Grand for forcing outdoors.



Mrs. H. D. M. Barton

## Hoosier Beauty

The Most Beautiful Velvety Crimson Bush  
Rose in the World.

This is the grandest and most beautiful Hybrid Tea Rose we have ever seen. Bred and bred here in Indiana. No illustration, no description can give the faintest idea of the grandeur of this variety. Its simply exquisitely beautiful, wonderfully strong growing bush form, producing its gorgeous flowers in the utmost profusion all the time—a single plant will give an abundance of magnificent blooms this year. And such flowers! Deep, double, immense in size, gloriously formed with a color seen in no other Rose, a superb velvety, crimson, rich beyond description.

### \*Prince E. C. d'Arenberg

Flowers of a bright scarlet, shaded maroon, borne on long, straight, upright stems. Buds long and pointed, opening full and double, perfect form, massive petals. Resembles American Beauty in shape and size. Strong, healthy grower, excellent foliage, constant bloomer, making an ideal garden Rose.

We wish we could order and plant every one of your Roses. They are gorgeous.—  
MRS. A. M. SWIGAERT.

Price of all Roses on this page, except where noted, strong, first-size plants, 30c each, 4 for \$1.00; larger size, 40c. 3 for \$1.00, postpaid; two-year-old plants, 85c each, by express. Varieties marked \* can be furnished in star or specimen plants, \$1.25 each, by express. All on own roots.



Hoosier Beauty



NEW ROSES—Continued

## \* Crimson Queen

Hybrid Tea. Owing to its rich coloring this is a wonderful garden or bedding Rose. There is no color that produces the show that a good crimson does. The color is a rich, bright, velvety crimson. A strong, vigorous, upright grower; flowers large and full, a great garden Rose as it is always in bloom; extremely hardy and produces a magnificent bush in a short time, hardy everywhere.

## Lena

The flowers are frequently produced in sprays of from seven to nine large, perfect blooms of semi-double form, of glowing apricot color, the petals assuming a primrose yellow as the flower gets older; the bud is long and perfectly formed. The bush is strong and lusty in growth and bears its handsome flowers in great profusion.

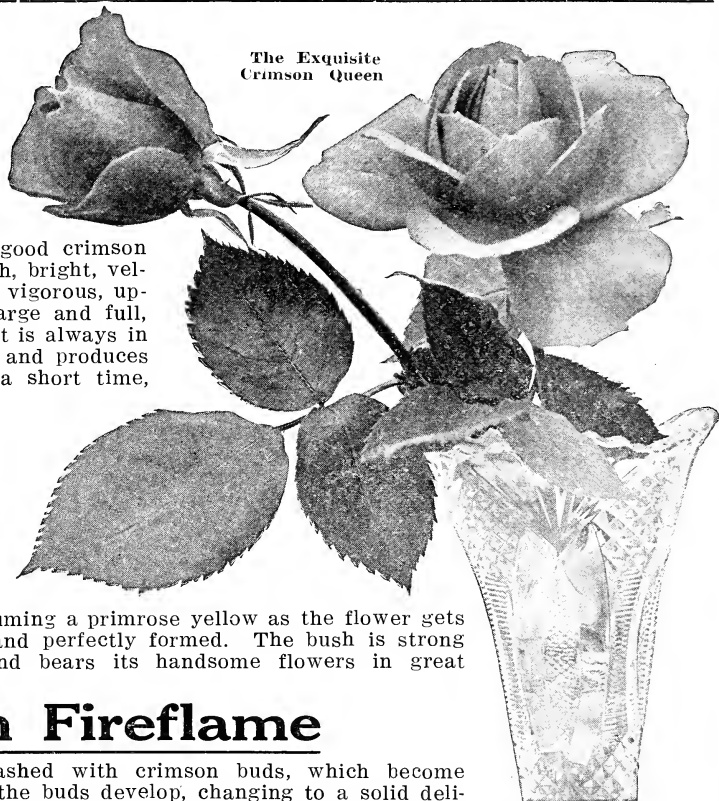
## Irish Fireflame

Beautiful orange, splashed with crimson buds, which become fiery orange-crimson as the buds develop, changing to a solid delicate orange, which becomes as the flower fully opens satiny gold, delicately sheened with pure lemon zone, against which the light fawny anthers form a beautiful contrast.



The Giant Jonkher J. L. Mock

The Exquisite  
Crimson Queen



## \*Murelle

Tea. Anyone familiar with the popular Cochet family of Roses will welcome this grand addition to the rose list. Of a true Cochet type and as good a grower, making it a splendid outdoor variety for cutting. Color a golden yellow, sometimes tinted with rose same as the White Cochet. Medium size, full and double and of good form. Buds long and pointed. Growth vigorous.

## \*Jonkher J. L. Mock

It is a true Hybrid Tea with gigantic flowers on great, erect, stiff stems and a growth that is marvelous in its freedom. Has extraordinary large, heavy foliage and quickly makes a great, strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright rich pink, faced with carmine.

Price of all Roses on this page, strong one-year-old pot plants, 30c each, any 4 for \$1; special size, 40c each, any 3 for \$1, postpaid; extra large, two-year-old plants, 85c each, by express. Varieties marked \* can be furnished in star size or specimen plants, \$1.25 each, by express.

The Roses from you were received in fine condition.—ALEX. OPPERMANN, LONG ISLAND CITY, NEW YORK.





## Heller's Sure-to-Bloom Hardy Hybrid Tea Roses

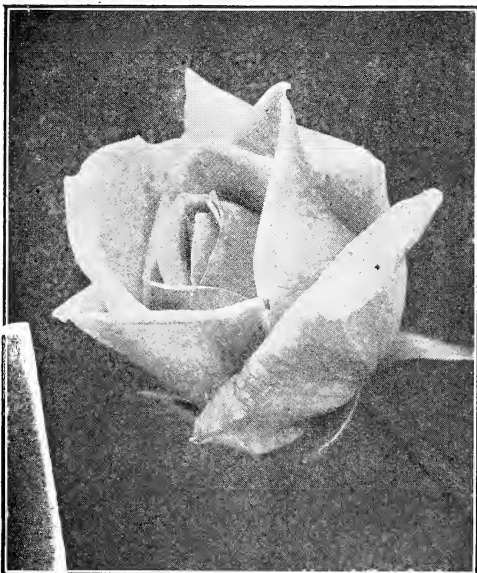
The Lovely Richmond

These great bush Roses have rapidly superseded all other classes for general planting because of their parentage, which is the result of cross fertilization between the Hardy Hybrid Perpetual or "June Roses" and the Everblooming Tea Roses. From the "June Roses" they inherit the large, bold, handsome, exquisitely fragrant flowers, retaining in a marked degree their hardiness, so that they stand the severest winters without damage, and from the Tea Roses they have retained the free and constant blooming habit, together with the great variety of color found only in this class. They produce their gorgeous flowers without interruption throughout the entire growing season, making them the best of all Roses for general planting. Our collection is the largest and most varied in this country, and the list includes all varieties of merit now in cultivation. **All on their own roots**—once planted, practically permanent.

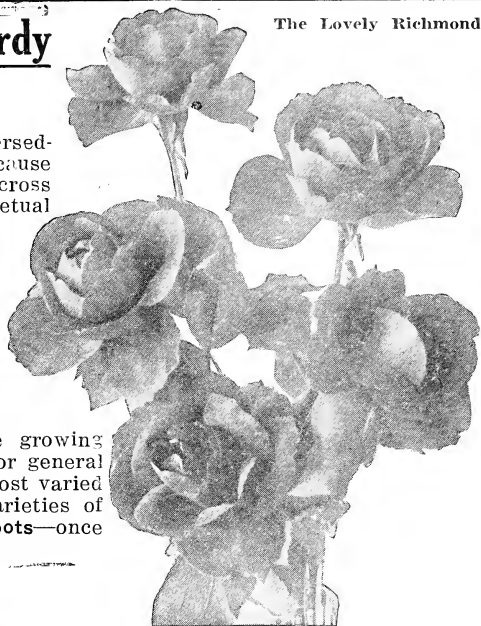
### \***Richmond**

A distinctive Indiana Rose, it having been produced within a few miles of here. Very significantly might it be called one of the Roses of New Castle. It has been the sensation of the Rose world. It is the most vivid Red Rose known, and its exquisitely shaped, immense, fragrant flowers are nothing short of gorgeous. No description will do justice to such a wonderful Rose as this.

**ANTONIE RIVOIRE**—A great garden rose. Flowers large, double and of fine form; very fragrant; color rosy flesh, with yellow ground, shaded border of carmine. Strong and healthy.



The Glorious "Sunburst"



### \***Sunburst** Giant Yellow Rose

Strong growing Yellow Roses are scarce. This gorgeous variety is the finest of all yellow Roses in commerce and in its color equal to an American Beauty or Killarney. Immense buds long and pointed, strong stout stems bearing gigantic full deep double flowers continuously. Color coppery yellow with golden orange in deeper shades. Entirely distinct. Magnificent bush Rose, stands four feet or more in height. Foliage immense in size and straight, wonderfully vigorous of habit. A wonderfully strong grower. Superb.

### \***Radiance**

An American Triumph. Not to be outdone by European growers, America contributes this great new Rose, and in every particular, gloriously formed flowers, immensity in size, exquisite fragrance, grand foliage, healthy growth, color and freedom of bloom, Radiance is fully the equal of Jonkher J. L. Meek, which fact ought to give it entrance into every Rose garden in America. In color of flower it is both unique and beautiful—bright carmine-rose with opal and coppery reflections. Hardy everywhere with protection; as its name suggests, is radiantly beautiful.

Price of all Roses on this page, except where noted, strong, first size plants, 30 cts. each, any 4 for \$1.00; larger size, 40 cts. each, any 3 for \$1.00, postpaid; 2-year-old plants, 85 cts. each, by express. All on own roots. Varieties marked \* can be furnished in star size or specimen plants at \$1.25, by express.

I have had many beautiful Jeannette Heller Roses this summer and fall from the two-year-old plants I put out last spring.—F. L. MARTIN, HUTCHINSON, KANSAS.



Rhea Reid

## \*Bessie Brown

This magnificent Rose, introduced here from Europe, has unsurpassed beauty of a totally distinct character, bearing large, full, deep and double flowers, on strong, erect stems. The plants are hardy and vigorous, producing flowers profusely in the open ground all through the summer.

## \*Mrs. Aaron Ward

Very distinct, coppery orange in the bud, golden orange when partly developed, and pinkish fawn when fully opened. Flowers splendid in form, always blooming; magnificent foliage.

## Beauty of Stapleford

A great Hybrid Tea Rose bearing very bright pink flowers on a strong, sturdy bush and in bloom continuously. One of the greatest and most beautiful of Roses.

## \*Mrs. A. R. Waddell

A most beautiful Rose; a garden Rose attaining a height of from two to four feet. Its beauty is beyond description. Buds and flowers immense in size, full, double and beautifully made, grows sturdy and erect in the most vigorous fashion, requiring no petting and coaxing; flowers color rosy-scarlet, shaded with salmon; beautiful, effective, and hardy, always in bloom.

## Wellesley

A most fragrant garden Rose of a beautiful shade of pink; vigorous, healthy grower, remarkably free flowering, with fine keeping qualities.

HARDY HYBRID TEA ROSES—Continued.

## \*Rhea Reid

### THE GREAT CRIMSON ROSE

Born in Indiana, One of the Greatest of All Crimson Garden Bush Roses

Originated here in Indiana, it positively has no superior as a crimson garden Rose. As large as "American Beauty," as double as "La France," as red as "Richmond." The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff, erect stems. The color is vivid scarlet-crimson, gorgeous in appearance, with exquisite fragrance, with healthy growth, hardiness, splendid foliage, color, fragrance and form of flower. This is a queen among crimson garden Roses and we endorse it as one of the best Roses of its color now known. We have given this great Rose unusual publicity and made its superb merits known to the Rose-loving public.

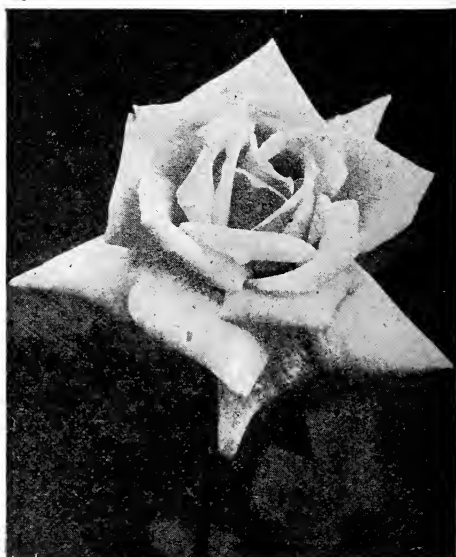
## \*Helen Gould

A rich, warm, rosy crimson Rose, very full and large, borne on long, stiff stems. One of the greatest of all garden roses. Flowers as large as American Beauty and equally as beautiful. See color plate on page three of cover.

## Helena Cambier

Hybrid Tea. Of unusual beauty. Large, double, beautifully formed flowers. The colors vary from salmon-rose to coppery rose. Hardy everywhere.

Prices of all Roses on this page, except where noted: First size plants, 30c each, any 4 for \$1.00; larger size, 40c each, any 3 for \$1.00, postpaid; strong, two-year-old plants, 85c each, by express. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express.



Bessie Brown



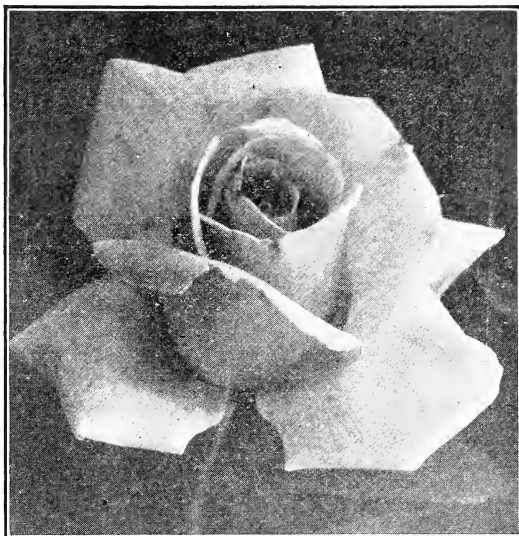
# The Lovely Killarney Roses

## \*Pink Killarney

This, the original introduction, is a beautiful Hybrid Tea Bush Rose; strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers that are simply exquisite in form and color; the bud is exceedingly long and the flowers immense in size; color deep, brilliant, sparkling shell-pink; hardy everywhere. The bush is magnificent in growth, of good size and bears its beautiful burden of flowers constantly all summer.

## \*White Killarney

Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinctive that everyone recognizes it as a Killarney by its shape. Enormous flowers, deliciously scented, and a new addition for which old Mother Nature is devoutly to be thanked.



Pink Killarney

## Yellow Killarney

Mme. Jenny Gillemont

A brilliant saffron-yellow Rose, opening canary with dark golden shades. The buds are long and pointed, beautiful in form and color, the flowers are large, with immense petals. Hardy and vigorous, it is in constant bloom all summer. Blooms produced on long, stiff stems, making an excellent Rose for cutting. Owing to its resemblance to the Killarneys, we have called it the Yellow Killarney, as it makes a good companion for them.

## Meteor--Velvety Crimson

Notwithstanding this famous old hardy favorite has long been grown, it still may be regarded as the most beautifully formed, brilliant velvety crimson variety now in cultivation. Beautiful buds and flowers, very large and exquisitely made. Remarkably vigorous in growth, perfectly hardy and constantly in bloom.

## General McArthur.

For outdoor cultivation it ranks at the very top of the list. The flowers are exquisitely formed, are delightfully fragrant and the color is crimson-scarlet. Growth is wonderfully strong, sturdy and healthy, which is the important feature after all. It will succeed anywhere and is hardy. A great Rose in the fullest sense.

I am so well pleased with the plants and bulbs. They are so much better than I have secured elsewhere.—MRS. L. A. LEACH, KANS.

**SPECIAL OFFER**—One each of the three Killarneys in first size plants sent postpaid for 75c. One each in two-year-old plants by express for \$2.50.

Price of all Roses on this page, strong, one-year-old pot-plants, 30c each, any 4 for \$1.00; larger size, 40c each, any 3 for \$1.00, postpaid; extra-heavy, two-year-old plants, 85c each, by express. All on own roots. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express.



Meteor Rose



## The Lovely "Baby Doll"



## \*"Baby Doll" Rose

### Rivals the Rainbow

The long slender, deep green foliage is three times as plentiful as is usually found on any rose and is insect proof. The wonderful health and vigor is found in no other variety. IT GROWS NOT TO EXCEED 15 INCHES HIGH. The small-est bush produced hundreds of blooms from the very beginning, early and late in marvelous profusion, all the time, outdoors and indoors in pots. The plant is always blooming.

For all purposes there is nothing like it anywhere; in hardiness and health it is superb. The flowers are exquisitely formed. No description can picture the daintiness and the beauty of the bloom; nothing has ever been seen like it in the rose family in the centuries gone by. The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—a combination so extraordinary and so entrancing that immediately the exclamation is heard upon seeing the rose, "What a wonderful rose!"

## \*Gruss an Teplitz

### The Sweetest, Richest Crimson Hybrid Tea Rose

Called by some growers Virginia R. Cox. The intense, dazzling color of this Rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen, totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion throughout the whole growing season; in fact, it is always in bloom. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect on the lawn or in the garden all summer through. A wonderfully strong, vigorous grower, actually attaining a height of 4 to 5 feet, perfectly hardy everywhere. Incomparable for fragrance.

**MADAM JULES GROLEZ**—Distinct and charming. Soft, pure red; full form and attractive shape of the Kaiserin.

**PRIMEROSE**—Type of Ophelia in sturdiness of growth, fine, strong foliage, freedom of bloom and magnificence of flower. The bud is long and pointed, ideal in form. Color deep saffron or old gold shading into apricot tints, deeper at the base of the petals. The general effect is the glowing color of the setting sun. Very unique and beautiful.

**QUEEN BEATRICE**—When first opening it is deep, glossy pink, and gradually fades to the beautiful silvery pink of La France. The form of the flower is large, full and double. It is a strong, healthy grower and very free flowering. Delicately fragrant and a splendid keeper.

Price of all Roses on this page, strong, one-year-old pot-plants, 30c each, any 4 for \$1.00; larger size, 40c each, any 3 for \$1.00, postpaid; extra-heavy, two-year-old plants, 85c each, by express. All on own roots. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express.

The flowers are miniature in form—and for cutting—for bouquets—for any purpose this rose will delight you from the minute you see it. We pronounce it the most extraordinary rose we have seen in a lifetime and it is a rare privilege to know that such a rose—destined to be popular all over America—found its first introduction as one of the famous "Roses of New Castle." Our stock is large but when once exhausted it will be the last of the supply for this year. Also known as "Tip-Top."



Gruss An Teplitz



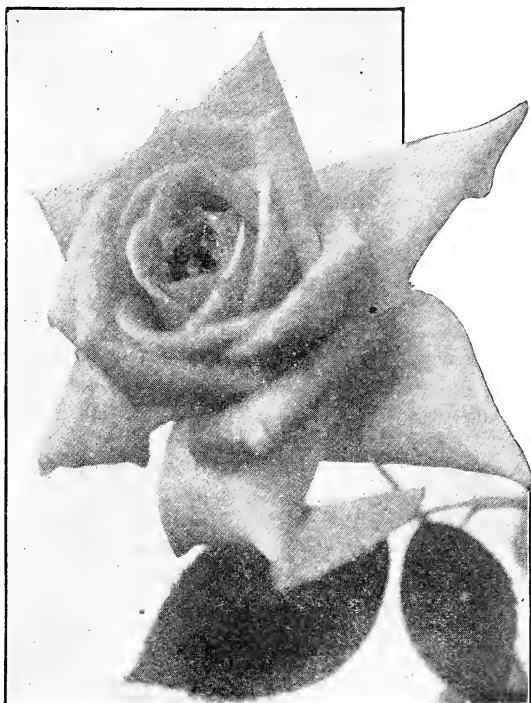
HYBRID TEA ROSES—Continued.

## My Maryland

Handsome in bud and flower. A rare combination of a poetic name and exquisite beauty has made this Hybrid Tea Rose a dangerous rival of Killarney. Its brilliant, lively shade of pink and beauty of form is without a superior, and all summer through large, perfectly double, magnificent flowers, rich in fragrance, are borne on long, stiff stems, growing from a sturdy, fine-shaped bush, which in itself is a distinct ornament to the garden. A great outdoor Rose. Extremely hardy.

**FLORENCE H. VEITCH**—Hybrid Tea. Brilliant scarlet, shaded with black, and very fragrant. Blooms large and double. Very free blooming and attractive, making a grand garden variety. Hardy everywhere.

**SOUV. DePRESIDENT CARNOT**—Buds very long and pointed—perfection in every line. The delicate rosy-blush color, shaded a trifle deeper at the center of the flower, has not been approached by any later introduction. Fragrant, strong grower and free bloomer; a splendid outdoor Rose.



The Handsome "My Maryland"

## Red Radiance

The color is a splendid even shade of clear red, without a trace of any other color, retaining its vividness for an unusually long time after being cut. It is a remarkable bloomer, being constantly in flower from early spring until freezing weather. Strong, vigorous, branching grower, each branch terminating in a large, bold, double bloom.

**KILLARNEY BRILLIANT**—Offspring of Pink Killarney; a beautiful brilliant red. Habit of growth same as Killarney. Just as free bloomer and hardy.

**\*WM. H. TAFT**—A superb new bush Rose. The flowers are magnificent in both form and color, large, full and double, borne freely. The color is clear salmon-pink, highly fragrant, free-growing, hardy, and a big Rose in every sense of the word.



Red Radiance

**PINK LA FRANCE**—A glorious favorite of the home garden. The color of this is an exquisite shade of silvery pink tinged with crimson. The buds are large, exceedingly handsome, fragrance delicious. In continuous bloom all summer and late into the fall; perfectly hardy.

**WHITE LA FRANCE**—Silvery white, faintest tinge of rose blush; buds and flowers extra large and of splendid shape. satiny crimson-scarlet.

**RED LETTER DAY**—An exceedingly beautiful Rose of infinite grace and charm. Its velvety, brilliant, glowing scarlet-crimson buds and full opened cactus-like flowers never fade, as the reflex of the petals is satiny crimson-scarlet.

Price of all Roses on this page, except where noted, strong, first size plants, 30 cts. each, any 4 for \$1.00; larger size, 40 cts. each, any 3 for \$1.00, postpaid; two-year-old plants, 85c each, by express. All on own roots. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express.



# \*Mrs. Charles Russell

Note Illustration in Color on Front Page

## "MADE IN AMERICA"

This queen among Roses is in a class by itself. No other Rose compares with it with the possible exception of our great new rose "NEW CASTLE" described elsewhere in this book.

So great is the demand for this variety that it is practically impossible to buy it anywhere at any price in quantities. Its flowers sell for more than any other Rose now known not even excepting the great "American Beauty." It has made fortunes for those who have had it to grow in quantities for the flowers. The blooms are gigantic and produce on immense stems three or four feet in length. The most majestic Rose of modern times. Free blooming and does well in ordinary good soil. The color is deep rosy pink, beautiful beyond description. The



stock is exceedingly scarce and will continue to be scarce indefinitely. One-year-old plants 35c each, three for \$1.00; larger size, 50c each, postpaid, extra heavy, two-year-old plants, \$1.00 each, by express; star size plants, \$1.25 each, by express.

## NATIONAL EMBLEM

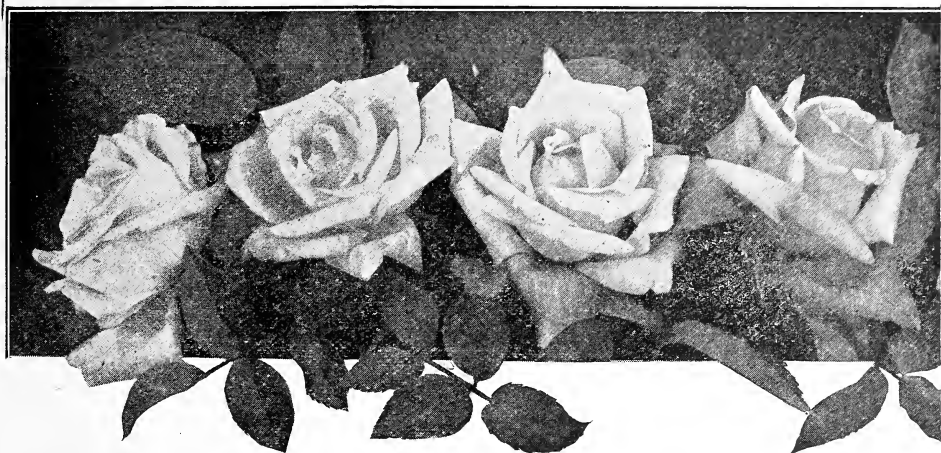
Named in honor of the glory of the nation and ought to be in every home. McGreed & Son, who have given us many of our most beautiful roses, after years of constant effort to produce their masterpiece, send it to us as the most perfect of garden roses. The color is unsurpassed—a crimson, overlaid with deep velvet crimson shading to deeper vermilion edges; buds long and pointed, the blooms full, deep and double. Gorgeous in their almost barbaric beauty; delicious fragrance. Always in bloom. Strong and sturdy of growth. Will take the place of "Chateau De Clos Vougeot," the "black Rose."

**ROSEMARY**—This handsome Rose with the poetic name is one of the grandest flowers we have ever offered to our patrons. It is totally different from other varieties, bearing flowers of enormous size, with immense petals, absolutely double, on stiff, erect stems, in marvelous abundance.

**PERLE VON GODESBURG**—A superb new yellow Rose. Yellow Hybrid Tea Roses are all to scarce, and this splendid variety sent out as Yellow Kaiserin Augusta Victoria is extremely meritorious. Color is rich canary-yellow with light saffron shades. A strong grower and free bloomer.

**J. B. CLARK**—Has more the appearance of a Hybrid Perpetual than a Hybrid Tea, to which class it belongs. An enormous Rose, often seven inches in diameter and five inches deep; has created a sensation everywhere. Wonderfully strong growing with marvelous foliage, bearing gigantic flowers which are full, deep and double and of great fragrance, continuously on long, stiff, erect stems. Hardy in coldest climate. The true stock is scarce and we have seen much stock in the country that is not true. Ours is genuine and limited.

Prices of all Roses on this page, except where noted: First size plants, 30c each, any 4 for \$1.00; larger size, 40c each, any 3 for \$1.00, postpaid; strong 2-year-old plants, 85c each, by express. Varieties marked \* can be furnished in star size or special plants at \$1.25 each, by express.



## Heller's Hardy Everblooming Tea Roses

### The Oldest and Most Highly Cherished of all Roses

To this class of bush Roses—the hardy ever-blooming Teas—belongs all honor. Their reign in the estimation of Rose-lovers the world over has been long and enduring. Among them will be found many favorites of our grandmothers' gardens. They have been of inestimable value to the beginners in Rose culture. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers, their place in American gardens is secure and everlasting. They are hardy nearly everywhere, but where the winters are extremely severe, protect them carefully.

These beautiful Roses, because of their ease of propagation, are frequently sent out in weak, "one-eyed-cutting plants" in cheap collections, the "20 for \$1.00 kind." They are grown in small "thumb-pots," have weak root action and, of course, fail to give satisfaction. These cheap collection Roses that are sent out in all sorts of premiums in connection with newspapers and magazine subscriptions rarely, if ever, are true to name, and they bring general dissatisfaction to all who plant them, thus doing a lasting injury to the legitimate Rose-grower who does not grow, much less sell, poor, weak slips or cuttings of these beautiful Roses.

We want to make it plain that we fill no premium offers for publications of any kind, do not grow cheap collection Roses, but we do grow and say that our magnificent Roses are the best grown in America, sold at a price consistent with their value. We have a reputation to sustain and with our immense equipment, we are in a position to

make good, not only make good, but to do a little better than we say. We carry only the choicest varieties of Roses, all on their own roots, and we especially recommend liberal planting of these beautiful hardy, everblooming Tea Roses, for we know the wonderful satisfaction they will give, and the supreme joy of growing Roses may be had in full.

### Etoile de Lyon

Magnificent golden yellow. One of the hardest of yellow Tea Roses. The plants make a strong, healthy growth and bear large flowers of excellent substance with astonishing freedom. The shape of the flowers is superb and in size they rival the well-known Marechal Niel.

### Perle des Jardins

#### A Grand Old Favorite

This magnificent Rose still holds its position as one of the most exquisite and beautiful of its color ever introduced, and the demand for it is constantly increasing as its great value becomes known. Color a beautiful shade of clear golden yellow, entirely distinct from any other variety; flowers large, full, globular form, with great depth. A strong, dwarf grower.

Price of all Roses on this page, strong one-year-old pot-plants, 25c each, 5 for \$1.00; larger size, 35c each, 3 for \$1.00, postpaid; extra-heavy, two-year-old plants, 75c each, by express. All on own roots.

I received all plants in fine condition. I want to thank you for the nice plants sent me and surely appreciate the extra ones.—MRS. FEE B. GILLESPIE, HAMILTON, OHIO.



HARDY EVERBLOOMING TEA ROSES—Cont'd.

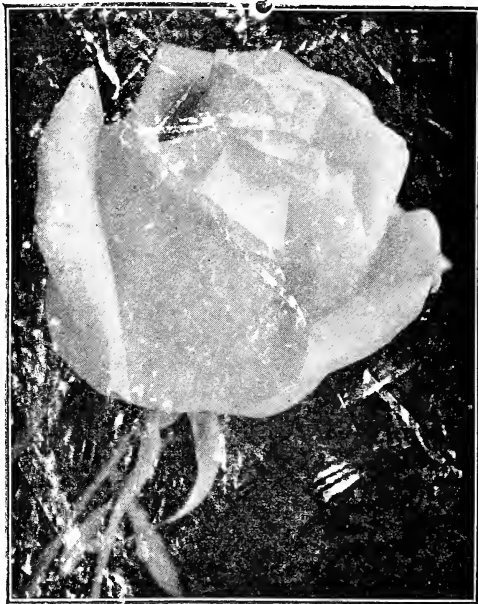
## \*The Bride

There is no other white Rose more satisfactory than The Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. It is of a strong and healthy growth, and a profuse bloomer. Its blooms are of the most suitable form and quality for cut flowers.

**\*SAFRANO**—Valued very highly for its beautiful buds and handsome flowers. Bright apricot-yellow passing to orange and fawn, sometimes tinted with rose. It is a variety especially adapted to outdoor planting; vigorous and healthy, and has the force necessary to produce continuous flowers until late in autumn.

**MARIE VAN HOUTTE**—A most beautiful Tea Rose, a strong, sturdy grower, blooming constantly with great freedom. The color of the flowers, which are full and double, is pale canary-yellow, passing to rich, creamy white, shaded with pale rose.

**FRANCES E. WILLARD**—A beautiful white Rose of large size, perfect form and exquisite fragrance. The bush is strong, sturdy and erect and very abundant and constant in bloom. One of the most popular of the white Tea Roses, and in its loveliness typical of the good woman for whom it is named.



The Bride

## \*Bridesmaid

This variety is valuable for cutting and does finely in the open ground; a sport from the old and popular pink Tea, Catherine Mermet, but of a fine, clear dark pink, much deeper and more constant in color than Mermet. The bush is a strong, vigorous grower, bearing its flowers on long, sturdy stems.

**PAPA GONTIER**—A splendid Rose for all purposes, with immense buds and magnificent flowers; color rich cherry-red, passing to clear, flowing crimson.

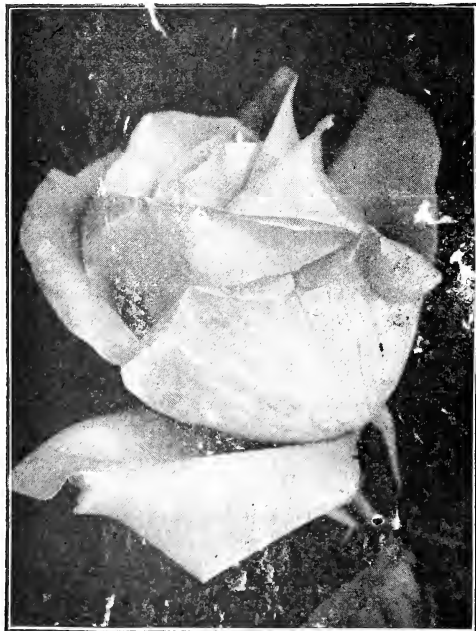
**BURBANK**—It is of bush form bearing in continuous profusion large rosy crimson flowers of splendid fragrance. A great-garden rose.

**BEAU CARMINE**—Old and very beautiful; rich carmine red flowers, produced in enormous profusion continuously on strong sturdy bush; a beautiful variety.

## Blumenschmidt

A splendid bedding Rose of the Cochet type, glowing all summer with its wealth of citron-yellow flowers, each petal of which is edged with dainty rose. The individual flowers are large and well formed, resembling in many ways some of the handsomest Tea Roses. The bushes are strong, vigorous growers and when planted in quantity they soon form a most attractive feature of the garden, being in constant bloom.

Prices of all Roses on this page, strong one-year-old pot-plants, 25c each, any 5 for \$1.00; larger size, 35c each, any 3 for \$1.00, postpaid; extra heavy two-year-old plants, 75c each, by express. All on own roots. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express.



Bridesmaid





HARDY EVER BLOOMING TEA ROSES—Cont'd.

## \*Wm. R. Smith

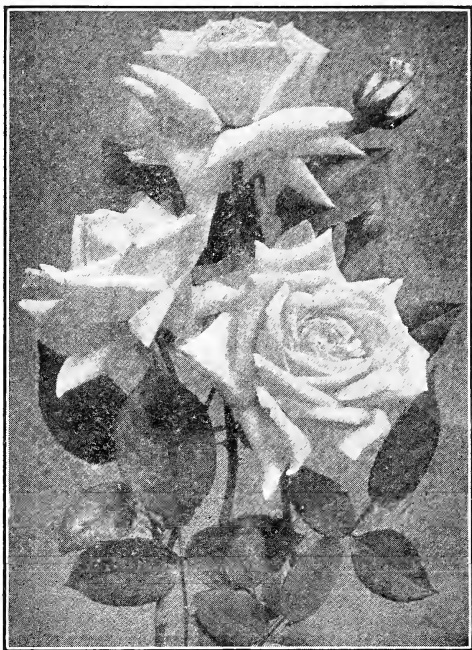
Especially suited for outdoor planting and cutting purposes. The soft blending of the salmon-pinks, rose-pinks, and the magnificent flesh tints resemble the blush of a maiden's cheek. The flowers are large, full and double, and most exquisitely formed. The petals are so firm they look like wax. Perfect buds. The flowers are borne on long, strong stems.

## \*Mrs. B. R. Cant

This beautiful new Rose, of English origin, we especially recommend for outdoor cultivation as one of the best, if not the best Rose of its class and color now in cultivation. Exceedingly hard, producing in marvelous profusion deep crimson-pink flowers, perfectly double; delightfully fragrant. Buds large, pointed and beautiful.

**MARIE GUILLOT**—The Queen of White Roses. The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large, full and double; the buds are very pretty, of sweet fragrance.

**SWEETHEART (Mlle. Cecile Brunner)**—The flowers are borne in immense clusters, which cover the whole plant with a sheet of bloom. The flowers in size are tiny but perfect miniatures, so perfect and so dainty that there is no other Rose like it outside of the great Yellow Baby Rambler. A magnificent bedding Rose and the sweetest Rose we know for cutting purposes. The color is rosy pink on rich creamy white ground.



Wm. R. Smith

## \*Lady Hillingdon

One of the latest introductions of the Tea class and has taken the medal over all yellow Roses, the color being one almost beyond description, apricot yellow shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. The color does not fade after the bloom is cut, but invariably becomes darker. Buds are produced on long, strong, wiry stems, well above the foliage, producing a slender and graceful effect. A strong, hearty, healthy grower.

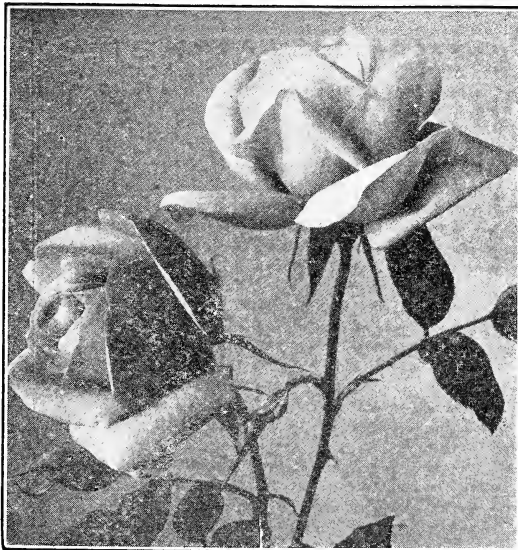
**Mlle. Cecil Berthod**—It is magnificent both in bud and flower, which is a deep golden yellow; the foliage is very chiny.

**ISABELLA SPRUNT**—This golden yellow Rose has been known as a favorite for over twenty years. It is a free bloomer, producing flowers of bright canary-yellow, very sweetly scented. The buds are very desirable for cut flowers.

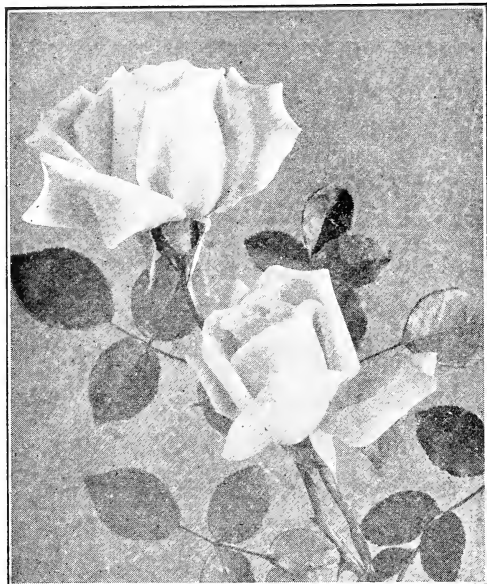
**COQUETTE DE LYON**—The flowers are extra large, deep and double; color pure canary-yellow. Unlike other yellow Roses, it is a strong, vigorous grower, a constant and steady bloomer.

Price of all Roses on this page, strong, one-year-old plants, 25c each, 5 for \$1.00; larger size, 35c each, postpaid; strong two-year-old plants, 75c each, by express. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express.

The Roses I got from you last year all grew and the "Jeannette Heller" is beautiful.—MRS. KATE DAVIS, OHIO.



Lady Hillingdon



Alex. Hill Gray

## \*Souv. de Pierre Notting

This beautiful Rose is an introduction of one of the largest firms of France, and has not been exceeded by any Rose from that country. It is of strong, bushy habit, and has won numerous gold medals and awards of merit. The flowers are very large, well filled and open easily; color apricot-yellow, tinged with golden and mixed with orange-yellow; edge of petal shaded carmine-rose. In form and beauty it is the equal of Maman Cochet, and by many is regarded as the best all-around Rose for general cultivation. It is hardy and always in bloom.

**IVORY**—A queen among white Roses. This beautiful newcomer is an offspring and identical with its parent variety, Golden Gate, except in color which is ivory-white. Buds are of elegant shape, long and pointed; flowers full and double, with substantial petals, sturdy in growth, free flowering, with long, stiff stems.

**\*HERMOSA** (Bourbon)—Good bedder. Hardy. Color beautiful clear rose. Blooms in fine clusters; large, very double and fragrant.

**\*PRINCESS DE SAGAN**—No better garden rose than this. The color is intense velvety crimson and bush grows dwarf and symmetrical, and when in full bloom is the equal of an azalea. Very hardy and always in bloom.

Price of all Roses on this page, strong, one-year-old pot-plants, 25c each, 5 for \$1.00; larger size, 35c each, 3 for \$1.00, postpaid; extra-heavy, two-year-old plants, 75c each, by express. All on own roots. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express.

HARDY EVER-BLOOMING TEA ROSES—Cont'd.

## \*Alexander Hill Gray

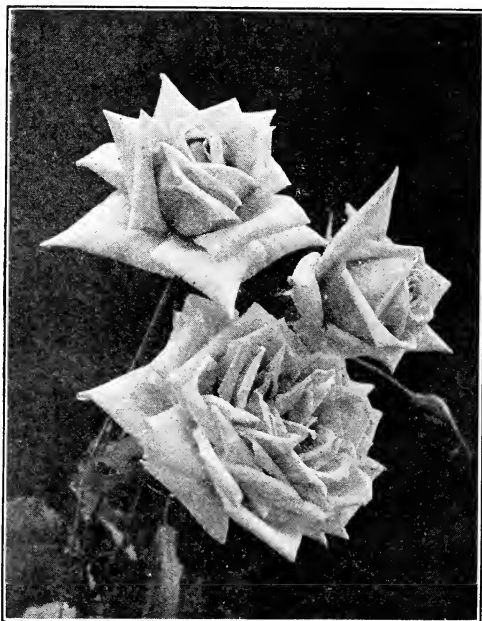
### A Grand Yellow Rose for Outdoor Culture

After a thorough trial both indoors under glass and in the open ground, we are pleased to offer this lovely yellow Rose to our customers as one of the very best of its class and color. The color, which is a deep lemon-yellow deepening as the flower expands, does not fade in the open ground, as is usual with such. Buds and blooms of perfect formation and of great substance, and produced in the greatest abundance throughout the entire season. Strong grower and hardy everywhere. This Rose was Awarded Gold Medal by the National Rose Society.

## \*Mad. Francisca Kruger

We class this as one of the best among the yellow shades. A strong vigorous grower, blooming constantly and much hardier than the average Tea Rose. Stands heat and cold better than any of its color. Flowers beautifully formed, large full and double and of a coppery yellow color, superbly tinted. This Rose is a great favorite with us because of its splendid merits as a garden Rose.

**DUCHESS DE BRABANT**—A very vigorous and healthy variety, producing large blossoms which are beautiful in buds or open flower. The color is a fine shade of soft, rosy pink, which deepens to bright rose.



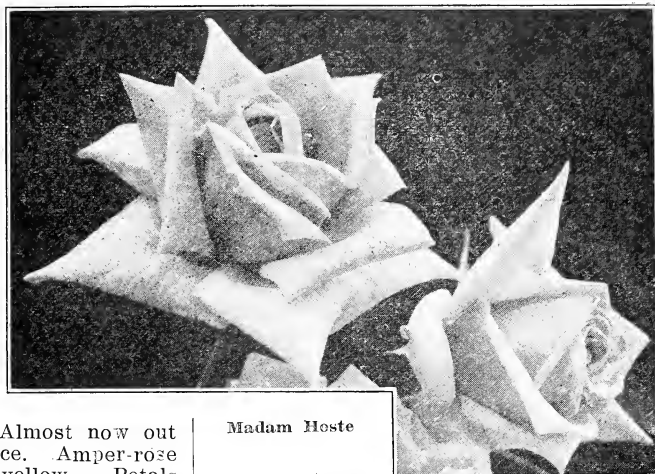
Souv. de Pierre Notting



**HARDY EVERBLOOMING  
TEA ROSES—Continued**

## Madam Hoste

The flowers are almost as large as the American Beauty — really immense in size—quite the largest Tea Rose we know of; they are exquisitely formed with a perfect mass of immense petals and when partly opened makes a flower of wonderful majesty. The color a beautiful canary yellow; very hardy; free blooming; strong and healthy in growth.



Madam Hoste

**HENRY M. STANLEY**—Almost now out of cultivation; stock scarce. Amber-rose delicately tinted apricot-yellow. Petals edged and bordered rich carmine, and on the reverse side a lovely shade of salmon or buff-rose.

## Durable Wichuraiana Roses

**DEBUTANTE**—Clusters of pink double flowers, in July, September and October.

**MINNEHAHA**—Beautiful type of hardy climbing Rose, bearing immense clusters of satiny-pink flowers. Foliage gloriously green, insect proof.

**HIAWATHA**—Single flowers in cluster. Color glowing ruby-crimson.

**WICHURAIANA or MEMORIAL ROSE**—This is the original "Memorial" Rose, and once planted is practically everlasting. It creeps like an ivy close to the ground. Splendid for covering cemetery plots and graves. Flowers pure white with golden yellow center.

## Mrs. A. Byass

A truly wonderful Rose, almost impossible to describe. The color is rosy red shaded crimson, sometimes blotched with pale rose and white, an effect at once new and beautiful. Flowers very large and full, produced in great abundance on large stems.

## Beautiful Moss Roses

**ELIZABETH ROWE**—An old favorite, with large, deep pink buds. Well mossed. A magnificent variety.

**HENRI MARTIN**—Deep rosy carmine, shaded to bright crimson. A most charming large Rose with exquisitely mossed buds.

I am sending with this an order for more of your Roses.—MRS. EFFIE H. RAY, KANSAS CITY, MO.

## Charming Baby Rambler Roses

Dainty, dwarf-growing Roses, excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy and always blooming. Immense clusters. Exquisitely beautiful.

**CATHERINE ZEIMET**—This novel Rose has the characteristics of other Baby Ramblers, but differs in the color of its flowers; they are pure white and borne in immense clusters. Most delicious fragrance—that of cherry blossoms. Exquisite in every way.

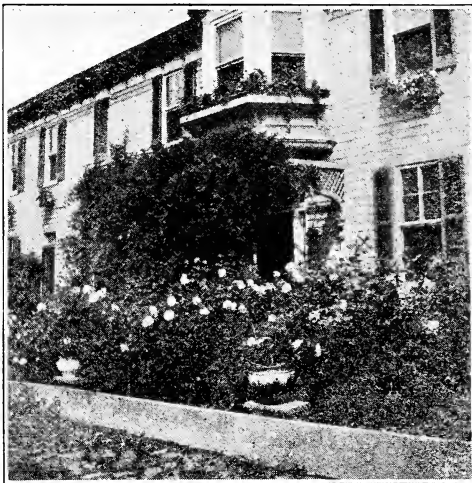
**\*GEO. ELGER**—A superb Poylantha Rose with just sufficient of Tea Rose blood to make it different from any in its class. It produces great quantities of lovely little buds of golden-yellow, opening into miniature symmetrical Roses. Each bush is so loaded with blooms that they resemble a huge bouquet. Like all Roses of this class it is free in growth and bloom, blooming all summer. Hardy everywhere with some pro-

tection. Foliage bright attractive green. Excellent companion for the Baby Ramblers.

**\*CRIMSON BABY RAMBLER**—Has long been the most popular of all the Baby Ramblers. Color clear, brilliant ruby red; foliage dark and glossy; blooms every day in the year, but grows only twenty inches high. Better than an Azalea; it is superb for single specimens, dwarf hedges and bedding.

**PHYLLIS**—Considered by many to be the finest of the pink Baby Ramblers. The color is the shade of the Lawson Carnation—beautiful carmine-pink. Grows to a height of two feet; very hardy; always in bloom; flowers are produced in continuous succession in large clusters.

Price of all Roses on this page, strong, one-year-old plants, 25c each, postpaid, any 5 for \$1 00; larger size, 35c each; two-year-old plants, 75c each. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express.



## The Best of All Bedding Roses

For cemetery planting, single specimens, hedges or for bedding or massing effects these are the best of all the Roses in cultivation. Once planted they are practically permanent; these varieties bloom all the time, they grow to a height of about two to three feet. One of the finest sights we have ever seen was a single specimen plant of Queen Scarlet which had attained a height of about four feet and which was as gorgeous as a clump of Salvias. These Roses should be planted in abundance. If you want a Rose garden these are the varieties for a quick and lasting show; hardy everywhere with ordinary protection.

### **\*Clotilde Soupert**

There is no better Rose in cultivation than this magnificent variety. No matter the size of the plant, it will produce hundreds of exquisitely formed, daintily colored flowers, the first season and ever after. Its freedom of bloom is extraordinary; the blooms are very full, somewhat flat in shape; color ivory white shaded with silvery rose, with pink in center. The bush is low growing, strong, stout and vigorous, and is a constant bloomer from early in the growing season until frost. A great cemetery Rose, in fact this variety is the finest general all around Rose in the world. Perfectly hardy.

### **\*Queen Scarlet**

This splendid old-fashioned Rose stands today all alone so far as merit is concerned in its class, and wherever a gorgeous effect is wanted. The bush grows to a medium height with all the vigor of a wild Rose and the flowers are produced in masses and the plant in all seasons, whether hot or dry, presents a sheet of bloom; the color is unlike anything else in the Rose family, is a deep velvety-scarlet, wonderfully rich and brilliant. Hardy everywhere. A wonderful Rose.

Price of all Roses on this page, strong, first size plants, on own roots, 25c each, 5 for \$1.00; larger size, 35c, 3 for \$1.00; two-year-old plants, 75c each, by express. Varieties marked \* can be furnished in star or specimen plants at \$1.25 each.

### **\*Madame Eugene Marlitt**

One of the greatest garden Roses, wonderfully strong growing, making a sturdy bush about four feet high; heavy leathery foliage like June Rose; free from insects; bears enormous clusters of large full double crimson flowers of extraordinary beauty and exquisite fragrance. Blooms all the time. One of the great modern Roses. For any purpose, anywhere, has no superior.

### **\*Champion of the World**

The name describes it, for of its color it is surely a champion. It flowers continuously the whole season through. Bears in greatest profusion flowers of fine size, full, deep and double; color lovely clear deep pink. If you want a sturdy, substantial, free blooming Rose—one that requires no petting or coaxing, you will plant Champion of the World, which originated here in America and one plant of it is worth a carload of many of the "near Champions" sent out from Europe, nearly all of which in the end are dismal failures.

**PINK SOUPERT**—A delightful polyantha, identical with the Clotilde Soupert, except in color of flowers, which is clear, lively pink.



# Heller's Hardy Hybrid Perpetual Roses

These are the Roses which have given the month of June its poetic name, as it is at that time they bring forth their flowers in all their glory, but some varieties bear occasionally during the summer months. These "June Roses" are perfectly hardy in all sections of the country and are particularly suited for permanent planting.

## Paul Neyron

(The Largest of All Roses)—This is the largest of all the Hybrid Perpetual Roses, sometimes measuring 6 inches across. In color it is a most beautiful shade of clear, deep pink. The flowers are distinctly handsome in form, having as a rule a double center.

**GENERAL JACQUEMINOT**—Bright, shining crimson, rich and velvety; exceedingly brilliant and handsome.

**MRS. JOHN LAING**—Immense flowers, full and double, borne in great profusion on long, stiff stems, and exceedingly sweet. Clear, bright shining pink.

**MARSHALL P. WILDER**—Flowers large, semi-globular, full and of good substance; bright scarlet-crimson, shaded with maroon.

### \*White American Beauty

(FRAU KARL DRUSCHKI)

This brilliant white type Rose has become renowned as the very highest type of its class and the best snow-white Rose ever introduced. It is an extraordinarily strong grower, branching freely, and has the vigor and hardness of an oak. Large, heavy foliage and magnificent flowers that are nothing less than glorious—immense in size and produced with great freedom on long, stiff stems. The color is marvelously white, without a tinge of yellow or any other shade. Hardy everywhere.

First size plants, 35c each, 3 for \$1.00, postpaid; heavy two-year-old plants, \$1.00 each, \$10.00 per dozen, by express; extra heavy star-size or specimen plants, \$1.25 each, by express.

**MAD MASSON**—It is entirely hardy, blooms nearly all the time, bearing numbers of large, full, double flowers of unusual beauty and wonderful fragrance; clear, bright rose; distinct and charming.

**\*VICK'S CAPRICE**—Large, cup-shaped, full, deep, double flowers of splendid substance. Clear satiny pink, strikingly dashed and striped with white and bright carmine. A splendid novelty. Showy.

**\*GLOIRE LYONNAISE**—As free blooming as a Hybrid Tea, with beautiful, large, pointed buds and immense flowers on strong, heavy stems; open flower enormous, full, deep and double. Color rich, creamy white, passing to salmon-yellow.

**\*SIR THOMAS LIPTON**—The best pure white Rugosa Rose. Strong and vigorous. Flowers perfectly double, pure snow-white. Fragrant, borne on long stems continuously



Paul Neyron

throughout the season. Fine for hedging, cemetery and park work.

**NEW CENTURY**—Bright, rosy pink, with red center.

**ALFRED COLOMB**—Extra large, round flowers; double and full; clear, cherry-red, passing to bright, rich crimson; fragrant.

**\*EUGENE FURST**—Strong, vigorous grower, with thick, healthy foliage. Flowers beautiful, velvety crimson, shading to maroon. Highly scented.

**PRINCE CAMILLE ROHAN**—Celebrated the world over for its large, handsome, fragrant flowers, and the freedom with which they are produced. The color is a deep, rich velvety crimson, passing to intense maroon, shaded black.

**ULRICH BRUNER**—A great Rose, known to all planters as one of the best in this class. Immense, large, bold flowers, full and globular rich, glowing crimson, elegantly flamed with scarlet.

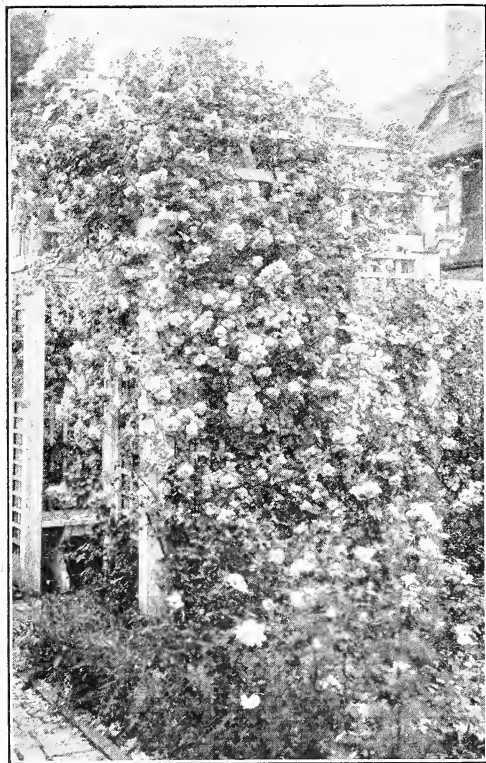
Prices of Roses on this page, except where noted, strong, first-size pot-plants, 30c each, 4 for \$1.00; larger size, 40c each, postpaid; strong, two-year-old pot-plants, 85c each, by express. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express.





## Hardy Climbing and Rambler Roses

These are the Roses so necessary for the home, giving it, no matter how humble or pretentious, a touch of beauty not to be had by any other form of adornment. They also have a most useful side, in that they give most delightful and refreshing shade when used on the porch, veranda or pergola. They are used very extensively in covering unsightly spots in the grounds, for screening outbuildings, etc. The Wichuriana Roses are especially recommended for trailing down over embankments and for cemetery planting; not subject to insect attacks. All are hardy everywhere.



Climbing American Beauty

### \* Alberic Barbier

A great new yellow Climbing Rose. This is the very best hardy yellow Climbing Rose in cultivation and should be in every garden. Will grow in almost any soil or situation, good or bad. Entirely free from insect attacks; beautiful, heavy, waxy foliage, which shines as if varnished. The beautifully yellow flowers are unusually full and double, and are produced sometimes singly, sometimes in clusters, with the utmost freedom.

Price of all Roses on this page, strong, one-year-old pot-plants, 25c each, any 5 for \$1.00; larger size, 35c each, any 3 for \$1.00, postpaid; extra heavy, two-year-old plants, 75c each; still larger plants, marked \* in Ironclad or Star size, \$1.25 each—limited quantity—by express. All on own roots.

### \* Climbing American Beauty

The Latest, Greatest and Most Sensational New Arrival Among "The Roses of New Castle."

Perfect grower, wonderfully hardy and free blooming. Here we have the latest triumph in American Rose growing, the true Climbing American Beauty in all its promise and glory, the realized dream of every Rose grower. Just the same as American Beauty, practically. Large flowers, each produced on separate stems, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion. Foliage tough and leathery, deep glossy green, sun and insect proof. The youngest plants attain a height of 10 to 15 feet in a single season. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this Rose will give the greatest satisfaction.

Ours is the genuine stock. Absolutely true to name, on its own roots. Strong, one-year-old plants, 30c each, 4 for \$1.00; larger size, 40c each, postpaid. Strong, two-year-old plants, 85c each, by express.

### \* Philadelphia Crimson Rambler

This variety of Crimson Rambler has become one of the most popular on account of its improvement over the old form of the same variety. Its flowers are deeper in color, but brighter in effect, being a more vivid crimson. They are borne in magnificent clusters, and bloom earlier in the season. The foliage is handsome in shape and retains its bright, fresh color all season. The plant is absolutely hardy in all parts of the country and is wonderfully swift and thrifty in growth.

### \* Everblooming Crimson Rambler

This great new Climbing Rose (Flower of Fairfield) is the sensation of the Twentieth Century. It blooms all the time. It is a reproduction of the old Crimson Rambler, which blooms only in June and July, except this wonderful new variety blooms the whole summer long, producing its gorgeous crimson flowers in massive clusters with amazing profusion. Strong, powerful grower, young plants making a growth of 10 to 20 feet and blooming profusely the first year. Absolutely hardy everywhere. Magnificent foliage, does not mildew or turn white like the old variety sometimes does.



## \*Keystone

The First and Only Hardy Ever-blooming Yellow Climbing Rose

A most magnificent hardy ever-blooming Yellow Rose, with flowers of great size and wondrous beauty, bore in magnificent clusters. It has been thoroughly tested and has been proved to be absolutely the finest Rose of its kind ever offered. It grows more freely than any other Climbing Rose, is perfectly hardy everywhere, blooms in wonderful profusion, is absolutely immune from insect attacks and has a vigor of constitution found only in the Hybrid Perpetuals.

## Lady Gay

Deep rich, rosy pink flowers. The plants are hardy and vigorous; foliage dark glossy green. It forms large loose trusses, containing from fifty to one hundred brilliant flowers an elegant buds. Hardy everywhere.

## \*Excelsa

A sensational new hardy climbing Rose, sometimes called "Red Dorothy Perkins." Best described as an improved Crimson Rambler with heavy glossy, varnished-like foliage, without any of the defects of the Crimson Rambler, which is very unsightly at times because of mildew on the foliage. This great new Rose is nearly evergreen and is absolutely hardy. The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson—new and distinct. One of the great hardy Climbing Roses. Hardy as an oak. Lasts a life time. A gorgeous sight when in bloom.

## \*American Pillar

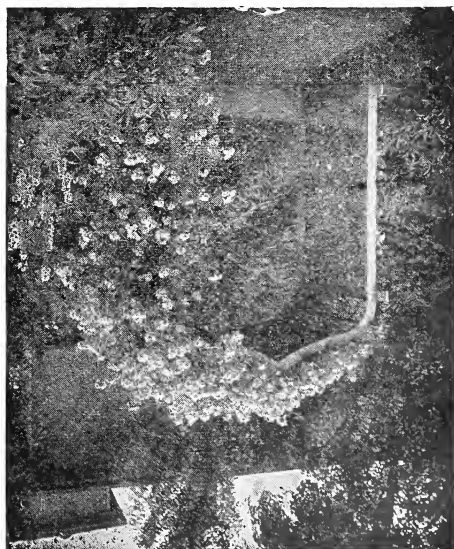
A new climber which has sprung into great popularity. It is of extremely vigorous habit of growth, the bushes being clothed in lively green from earliest spring until late in the fall. It has a profusion of bright pink, semi-double flowers in clusters and are followed by large clusters of attractive red berries, which are highly ornamental.

**CHRISTINE WRIGHT**—Large, thick, leathery foliage. Flowers 4 inches in diameter; color bright, clear pink, almost double; borne in large clusters.

Price of all Roses on this page, strong, one-year-old pot plants, 25c each, 5 for \$1.00; larger size, 35c each, any 3 for \$1.00, postpaid; strong, two-year-old plants, 75c each; still larger plants, all varieties, in Star or Iron-clad size, \$1.25 by express. All on own roots.

## Dr. W. VanFleet

A splendid hardy Rose, large flowers about 4 in. across, full and cup shaped; color flesh pink deepening to rosy flesh in center. Very fragrant, perfectly hardy and free from insects. A very fine new Rose.



Excelsa, a greatly improved Crimson Rambler



## \*Tausendschon

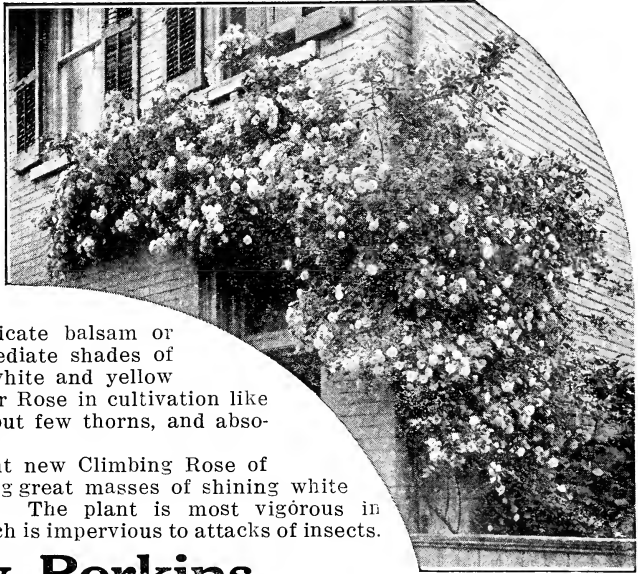
### Thousand Beauties

A sensational new climbing Rose, producing on the same bush so many different colored flowers that it is impossible to describe the variations, hence the fitting name, "Thousand Beauties." Blooming profusely from the beginning of June until the last of July, the double flowers appear in large clusters. The colors run from delicate balsam or tender rose through the intermediate shades of bright rose and carmine, with white and yellow tints showing. There is no other Rose in cultivation like it. It is a strong grower, with but few thorns, and absolutely hardy.

**LADY GODIVA**—A magnificent new Climbing Rose of the style of White Dorothy, bearing great masses of shining white flowers in handsome clusters. The plant is most vigorous in growth with beautiful foliage which is impervious to attacks of insects.

## \*Dorothy Perkins

Shell-pink; extremely hardy, vigorous and free blooming. Withstands the most severe winters. The shoots frequently grow ten to fifteen feet in one season. The flowers are borne in immense clusters of thirty or forty. They are perfectly double, and excellently adapted for cutting and decorating.



**Thousand Beauties**  
Rose, pink, carmine, white, yellow—almost every shade and tint—a magnificent rose.



The Popular Dorothy Perkins

## \*White Dorothy

Charming New Climbing Rose

This is a white form of the beautiful Dorothy Perkins, by many considered the finest hardy climbing Rose grown. In all respects it is like its parent, save in its flowers, which are of a pure, glistening white. Like the pink Dorothy, the flowers are borne in great clusters. The plant is absolutely hardy under all conditions, and is a strong, rampant grower, covering a large porch or trellis in a remarkably short time.

**YELLOW RAMBLER (Aglia)**—Flowers deep yellow and very fragrant. Hardy everywhere.

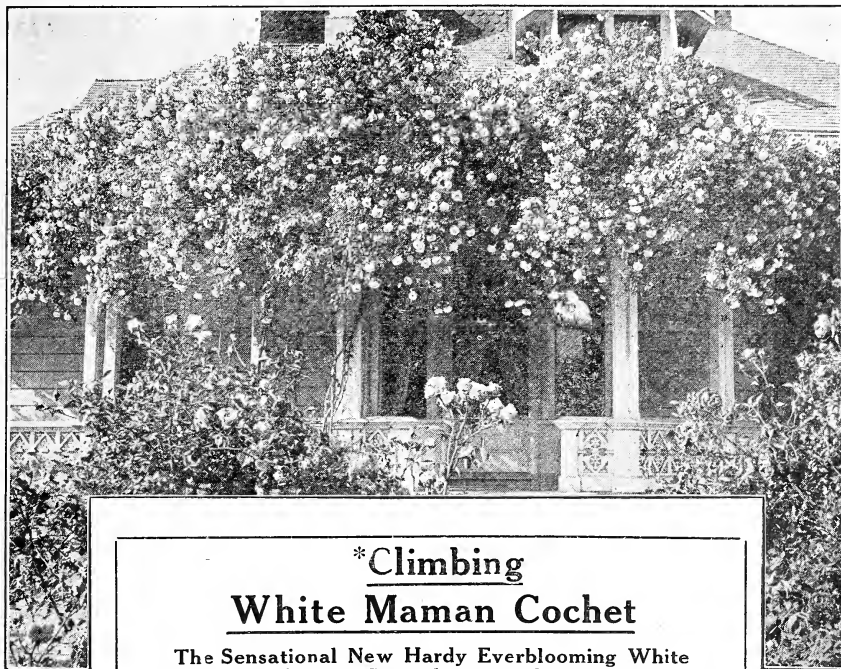
The Wonderful

## \*Blue Rose Violet Blue

This is the famous "Blue Rose" which is a remarkable variety and endorsed by every leading Rose authority here and in Europe, but in our estimation it has not come up to the recommendation of its introducers. We have seen it bearing flowers that were very blue and very beautiful, and we have seen it again in other soil bearing flowers which were more of a lavender than a blue, so we think it is largely a question of the soil it is grown in as to whether it develops the color claimed for it by its introducers—cornflower blue. It is of the Rambler type, a beautiful grower, and even if it never bore a flower it is worth a place in the garden because of its rampant growth and beautiful foliage. The flowers are produced in great clusters, are semi-double, of medium size, and as a rule are a delicate beautiful blue, but we do not guarantee the color.

Price of Roses on this page, strong, one-year-old plants, 25c each, 5 for \$1.00; larger size, 35c each, postpaid; strong two-year-old plants, 75c each. Varieties marked \* furnished in still larger plants, Star or Ironclad size, \$1.25 each, by express.





**\*Climbing  
White Maman Cochet**

**The Sensational New Hardy Everblooming White  
Climbing Rose, long sought for**

Just as the old favorite White Cochet is one of the very best of all White Tea Roses, so we believe this new White Climbing Tea will jump into the widest popularity. From far-off New Zealand came the original stock, and it is yet very scarce in this country. It blooms continually all summer, bearing the greatest profusion of perfect White Cochet Roses, and the plant grows with wondrous strength and vigor. This is without doubt one of the finest white everblooming Climbing Roses ever introduced, and can be procured from very few concerns. Its scarcity makes it valuable, and it appeals strongly to those who like to have something different from their neighbors. Stock limited. Order early or you may not be able to procure it.

**\*Climbing Gruss an Teplitz**

A valuable addition to this class of Roses so rapidly coming into popularity on account of their blooming qualities. This is an exact counterpart of the bush Rose Gruss an Teplitz, but a vigorous climber, attaining a height of 10 to 15 feet in a single season. When it first blooms in the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well known. It produces blooms throughout the growing season.

**\*MRS. ROBERT PEARY**—A strong and rapid grower, coming to perfection in the open ground. It is as hardy as any Hybrid Perpetual or Moss Rose and will withstand the most severe winters unprotected. Small plants of Mrs. Robert Peary will bloom continuously throughout the season, and the flowers are magnificent beyond description. The buds are long and pointed, finely modeled and gracefully finished.

**\*Climbing Crimson Baby Rambler**

This variety is a remarkable step forward among everblooming climbing Roses, as it bears continuously, all summer, great masses of bright crimson flowers in immense trusses. Foliage is not subject to blight or mildew, is a great grower, perfectly hardy everywhere and is a strong, vigorous climbing type of the famous dwarf Crimson Baby Rambler.

**CLIMBING METEOR**—A sport from Meteor, famous for its magnificent flowers. Dark, velvety crimson, the equal of any Rose in cultivation. A glorious climbing Rose.

**REINE MARIE HENRIETTE**—Extra large flowers; glowing crimson.

**\*EMPRESS OF CHINA**—The Apple Blossom Rose. Soft dark red changing to light pink like an apple blossom.

Price of all Roses on this page, strong one-year-old plants, 25c each, 5 for \$1.00; larger size, 35c each, any 3 for \$1.60, postpaid; strong two-year-old plants, 75c each. All on own roots. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express.



## \*Beautiful Climbing Clotilde Soupert



Climbing Clotilde Soupert

### Marechal Niel

This is the wonderful climbing Rose which grows so luxuriantly in the South. Buds and flowers superb; extra large, very double, and deliciously perfumed. Deep golden yellow. Blooms with greatest freedom. In the North it should have very careful protection in open ground during the winter. Splendid for pot culture.

### \*White Marechal Neil

As the old favorite Yellow Marechal Neil is the greatest of all climbing Roses in temperate climates, so is this offspring, which is identical with its parent, the best of all white climbing Roses.

Price of all Roses on this page, strong, one-year-old pot-plants, 25c each, any 5 for \$1.00; larger size, 35c each, any 3 for \$1.00, postpaid; extra heavy, two-year-old plants, 75c each. All on own roots. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express.

### A Wonderful Hardy Climbing Rose in Constant Bloom

An offspring of that famous Rose, Clotilde Soupert, this beautiful, hardy, ever-blooming climber is excellent in every way. The smallest plants will attain a height of fifteen to twenty-five feet in a single season, branching extensively, and produce cluster after cluster of the most finely formed flowers throughout the entire growing season—large, round, perfectly double, with beautifully imbricated petals, the odor of which is delightful. In color they are ivory-white, shading in the center to silvery rose. There is no climbing Rose in our entire list that we can recommend more highly, and it will prove a revelation to those who desire a climber for purposes of shade and adornment. Perfectly hardy everywhere.

### Climbing Papa Gontier

This new Climber has all the superior merits of its parent and bearing in the greatest profusion all summer the same handsome, deep crimson flowers. The bush is perfectly hardy and a remarkably rapid grower.

**JAMES SPRUNT**—A handsome climber, bearing great clusters of double, deep cherry-red Roses which are of delightful fragrance. Rapid in growth and hardy.

**CLIMBING BRIDE**—Identical with that great white bush Rose The Bride, except is of climbing habit. Magnificent white flowers, beautiful foliage; produces in abundance; especially fine in moderate climates.

### \*Climbing Marie Guillot

One of the grandest of all white ever-blooming climbing Roses, of which too much can not be said, because of its splendid vigorous growth, magnificently formed white flowers, and the profusion of the bloom even on the youngest plants, the first year from early spring until frost. Make no mistake about this being one of the great hardy ever-blooming Roses.

**LAMARQUE**—In the South and in the warmer climates this Rose has no superior. The color is canary yellow, almost white; strong climbing habit of growth.

**MADAME CAROLINE KUSTER**—Splendid in moderate climates; strong climbing habit, producing beautiful orange-yellow flowers which are large and double in the greatest profusion and continuously.

**CLIMBING DEVONIENSIS**—Grand climbing Tea Rose, an offspring of the old favorite Devoniensis. Moderately hardy; flowers white, tinged with blush.

**GREVILLA, or SEVEN SISTERS**—Flowers in large clusters; varies from white to crimson.



A Bed of Heller's Large Flowering Canna Lilies

## Heller's Wonderful Canna Lilies

We offer these popular flowering foliage plants in started pot-plants only, instead of leaflets, and frequently lifeless, dormant roots, such as are usually sold. Our collection is the best of all Cannas now in cultivation. No one need go outside of this list to procure the last word in Canna Lilies. Wherever a gorgeous effect is wanted there is nothing to equal the Cannas; with their magnificent banana-like foliage they impart a tropical aspect to the lawn or garden and there is no plant to compete with them wherever luxuriant, gorgeous effects are wanted. The foliage of itself is majestice, while the flowers come in immense heads and throughout the entire summer they are a blaze of glory.

Price on all Cannas, except where noted, strong, thrifty pot plants, 25c each, 5 for \$1.00, \$2.25 per dozen, postpaid.

### Best New Cannas

**PRESIDENT**—Considered by all to be the best red variety yet introduced. Produces immense heads of glowing crimson flowers, 7 inches across the open bloom, on strong, erect stalks well above the foliage; 4 feet in heights. Price, 40c each; 3 for \$1.00.

**PANAMA**—The unusual color marking of this new Canna is its attractive feature. The orange-red petals are bordered with a broad edge of golden-yellow. Flowers large and overlapping. Free bloomer. 25c each; 5 for \$1.00, postpaid.

**KING HUMBERT**—A glorious Canna. The finest we have ever seen. Grows to a height of about 5 feet. Immense dark bronze foliage with great heads of orange-scarlet flowers, striped crimson. 25c each; 5 for \$1.00.

**WINTZER'S COLOSSAL**—4 feet. The gorgeous, vivid scarlet blooms produced all summer long. Blooms retain their color during the hottest weather. 25c each; 5 for \$1.

**LAFAYETTE**—3½ feet. Immense heads of intense scarlet blooms. One of the finest varieties. 25c each; 5 for \$1.00.

**YELLOW KING HUMBERT**—4 feet. A sport from the bronze foliage variety of the same name, but with blooms of yellow dotted with red, and green foliage. So far has proved equally as good as King Humbert. Price, 25c each; 5 for \$1.00, postpaid.

**FIREBIRD**—The trusses are very large, compact and showy; with nicely rounded petals 2½ or more inches wide. The color is extremely desirable, being absolutely pure scarlet with no suffusion of streaks or blotches. 3 to 4 feet. Price, 25c each; 5 for \$1.00, postpaid.

**OLYMPIC**—Gigantic heads. Rich oriental red, with a lighter shade toward the center. 25c each; 5 for \$1.00.

**METEOR**—A brilliant new crimson Canna of unusual merit. Green foliage, massive blooms. 25c each; 5 for \$1.00.

**MRS. ALFRED F. CONARD**—4 feet. One of the latest introductions. Color a beautiful shade of salmon-pink. Flowers of immense size. Producing blooms so freely as to make a continuous show for several months. Price, 25c each; 5 for \$1.00.

### Choice Geraniums

**ALPHONSE RICARD**—Double, bright vermillion.

**BEAUTE POITEVINE**—Double; shrimp-pink, shading to white.

**E. H. TREGO**—Semi-double; dazzling scarlet, pleasing velvety finish on saffron ground.

**COMTESSE DE HARCOURT**—Double; pure white.

**JEAN OBERLE**—Semi-double; peach-pink, gradually shading to almost pure white at outer edge of petals.

**JEAN VIAUD**—Double bright, clear shade of mauve-rose, shading to a clear white throat.

**LA FAVORITE**—Double; pure white.

**MADAME RECAMIER**—Double; snow-white.

**S. A. NUTT**—Double; dark red.

**THOMAS MEEHAN**—Single; brilliant rose-pink.

**MARG. DE CASTELLANE**—Double, beautiful soft crimson varying to tomato red. Flowers large, perfect, produced profusely all summer.

**EDMUND BLANC**—Single. One of the handsomest and brilliant Geraniums of cerise color. Rich carmine shaded around a white eye.

**GENERAL GRANT**—Double. Bright orange-scarlet flowers, profusely produced during entire season.

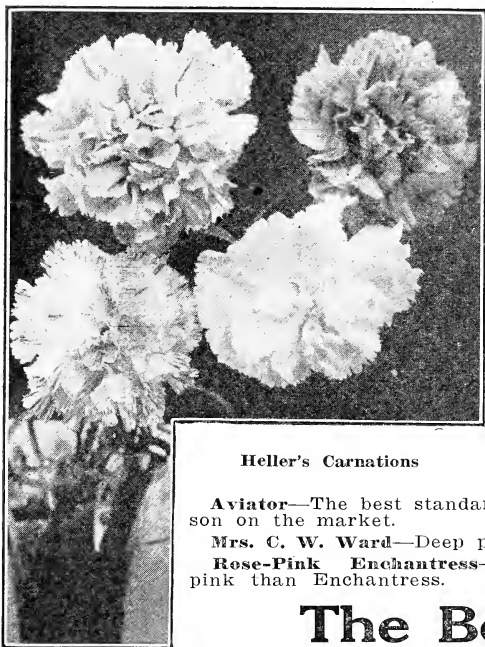
**ADMIRATION**—Single. Robust; bright rose-shrimp pink flowers.

Price, strong, thrifty plants, ready for immediate effect, 20c each, 6 for \$1.00; \$2.00 per dozen, in one or assorted varieties, postpaid.

**Special Offer** One each of the entire list of 14 varieties named herewith, in stout, thrifty plants, each one labeled, \$2.25, postpaid.



## Handsome Large-Flowering Carnations



Heller's Carnations

**Aviator**—The best standard crimson on the market.

**Mrs. C. W. Ward**—Deep pink.

**Rose-Pink Enchantress**—Deeper pink than Enchantress.

We grow Carnations to a perfection seldom seen elsewhere for it is one of our leading specialties and we are equipped to grow them as they should be grown. We devote a mammoth greenhouse to their production, and with pure air, finest soil and most modern equipment the growing conditions are ideal. Our plants are wonderfully healthy. Our out-put for this year will exceed one hundred thousand plants and they are not to be compared with the small, cheaply grown plants sent out in "bargain offers" and "cheap collections."

There is no plant that grows in the garden that is more attractive or handsome than Carnations; our extra strong, stocky plants will bloom all summer and produce in wonderful abundance their large superb flowers which have exquisite clove fragrance. Bring indoors in early fall. Grown in pots the plants will bloom continuously during the winter. We offer the finest varieties in cultivation.

### New Varieties

Price, 50c each, 3 for 50c; \$1.75 per doz., postpaid.

**Alma Ward**—New white variegated; large and fragrant.

**Matchless**—Clear brilliant white; fine form and very large. Highly scented. Delightful.

**White Wonder**—A truly wonderful white flower of immense size.

**Winsor**—Charming shade of pink; extra large.

## The Best in Dahlias

For late summer and autumn flowering, Dahlias are unsurpassed. The flowers resemble large Chrysanthemums in size and rival Peonies in brilliancy of color. Easily grown in any soil. Should be lifted in the fall and stored in a cool cellar or similar place. These magnificent plants are the glory of the autumn garden. We find pot-grown plants produce more flowers than dormant roots. We offer only the best varieties.

### Decorative Dahlias

**CLIFFORD W. BRUTON**—A large canary-yellow. 20c each.

**SOUVENIR DE GUSTAVE DOAZON**—It is the largest Dahlia in existence. Color pleasing shade orange-red. 25c each.

**WILHELM MILLER**—Very brilliant purple. 25c each.

**JACK ROSE**—Bright, shining crimson. 20c each.

### Show Dahlias

**GOLDEN AGE**—sulphur-yellow. Free-flowering. 20c each.

**MAUDE ADAMS**—The color is a pure snowy white, very effectively overlaid clear delicate pink. 50c each.

**ROBERT BLOOMFIELD**—Pure white, tall grower. 20c each.

**PERFECTION**—Orange-buff shades. This variety is properly named; a true model in every respect. 20c each.

**MERLIN**—A beautiful scarlet. Free flowering and good for cut-flower purposes. 25c each.

### Cactus Dahlias

**ALIGHT (Incurved)**—Gigantic flowers of a beautiful orange-scarlet color. Petals very long and exceedingly narrow. 25c each.

**COUNTESS OF MALMESBURG (New)**—Delicate peach-color pink, daintily blending to white at the center. 35c each.

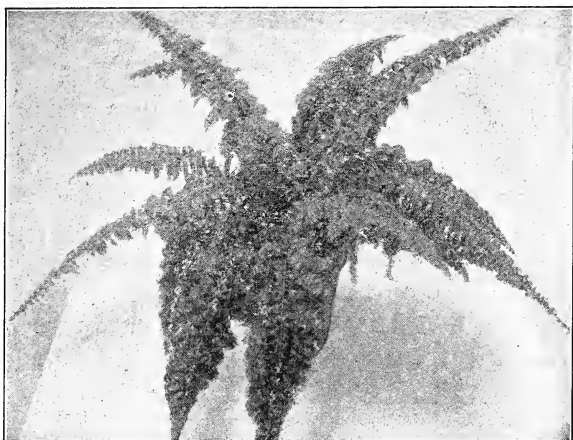
**ELLA KRAMER**—Rose-pink with bright center; fine form. 25c each.

**EUREKA**—Color very deep purple. Petals are long, straight and tightly quilled. 25c each.



Decorative Type of Dahlia

# BEAUTIFUL DECORATIVE FERNS



The Beautiful Whitman Lace Fern

Fern introduced. Compact, vigorous grower and thrives under most any condition.

**Roosevelt**—New and the grandest of all, with fronds beautifully frilled and waved.

Price of all Ferns, strong, shapely plants, 25c each, any 5 for \$1.00; larger size, 40c each; still larger, 75c each, postpaid.

## CHARMING GLADIOLI

The Gladiolus is growing more popular each year, both for blooming in the garden and for use as a cut flowers. Our list is not large, but comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two- and three-year-old bulbs, full of life and vitality and ready to start growing as soon as planted. All Gladioli are sent by mail, postpaid, at the prices mentioned. Selected from hundreds of the best varieties. In size of flowers, blooming quality and diversity of color, none will compare with these.

**America**—The most beautiful variety in cultivation. Soft flesh-pink, slightly tinged with lavender.

**Augusta**—Pure white; blue anthers.

**Attraction**—Deep, dark crimson-pink, with large pure white center free from mottling or spots, making a conspicuous contrast.

**Baron Hulet**—Rich, royal violet-blue. This when cut in combination with one of the yellow varieties, is truly exquisite.

**Brenchleyensis**—Bright scarlet-vermilion.

**Halley**—Salmon-pink, immense size, early.

**Independence**—Color varies from deep rose pink to orange-scarlet, but always brilliant and rich. An excellent cut-flower variety, as the blooms hold their color for a long time.

**Crackerjack**—Rich, velvety red.

**Klondyke**—A clear yellow, with a vivid crimson-maroon blotch in throat; splendid grower.

**Victory**—Clear sulphur-yellow, the ends of the petals slightly suffused pink.

There is a charm about the Fern for home adornment hard to equal with any other plant, with its long sprays of fresh, lively, green, handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens. They are of the easiest culture, requiring little or no care, and will last indefinitely. These are now the three distinct varieties—and the best in commerce.

**Boston Fern**—Long, broad fronds, drooping gracefully and forming a plant of immense size.

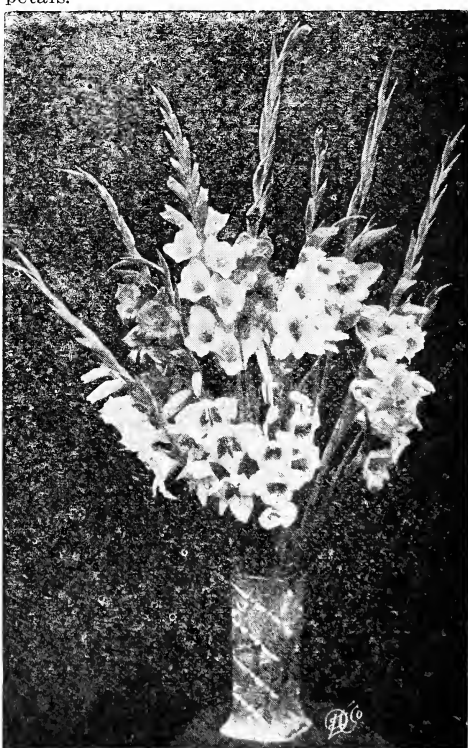
**Whitman's Lace Fern** (*Whitmanii*)—Most beautifully cut and frilled foliage, large and broad.

**Whitmanii Compacta**—This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent. Graceful beyond description.

**Teddy, Jr.**—New dwarf Fern. Fronds are broad and beautifully tapered from the base to the tip, drooping just enough to make a graceful plant. Produces nearly four times as many fronds as any other

**Mrs. Frances King**—A striking shade of light scarlet or flame color; one of the most effective both in the border and when cut.

**Princes**—Brilliant scarlet-crimson, with three broad white blotches on lower petals.



**Special Offer** One each of the entire set of 12 splendid Gladioli above, in strong, sure-to-bloom bulbs, \$1.50 postpaid; single varieties, 15c each, \$1.50 per dozen, postpaid.

**Superfine Mixture** All colors Gladioli, large bulbs, sure to bloom, 50c doz., \$3.50 per 100, postpaid.

## Fragment Tuberoses

**Dwarf Excelsior Pearl**—Flowers pure white, very double, of immense size and sweetly scented. 2 for 10 cts., 6 for 25 cts., 50 cts. per doz., postpaid.

**Orange-Flowered**—Bears snow-white flowers. 5 cts. each, 6 for 25 cts., 50 cts. per dozen, postpaid.

**New Variegated-leaved**—The leaves are bordered with white; large, white flowers. 5 cts. each, 6 for 25 cts., 50 cts. per dozen.

**Special Offer** We send, postpaid, six Excelsior Pearl Tuberoses, three Orange-flower and three New Variegated-leaved—twelve in all—for 50 cents.

Heller's Superb Gladioli





## Magnificent Peonies



Peony, Festiva Maxima

### Hardy Perennial Phlox

Once planted Hardy Phlox are permanent and require no protection, no petting, no coaxing, are hardy everywhere in the severest winters and increase in size and beauty from year to year. They are the glory of the summer garden.

**R. P. STRUTHERS**—Bright rosy-carmine, with claret-red eye.

**BRIDESMAID**—Pure white, with large crimson-carmine eye.

**CHAMPS ELYSEE**—A bright rosy magenta; very effective.

**FERNAND CORTEZ**—Tall; deep crimson.

**IRIS**—Tall; bluish-violet.

**EMILE LITTRE**—Pure bright pink.

**INDEPENDENCE**—Dwarf, pure white.

**MRS. CHARLES DOOR**—Beautiful shade of lavender.

**LUMINEAUX**—Pink, darker eye.

**FANTOME**—Dwarf, deep lavender edged and shaded with white.

Price of Hardy Perennial Phlox, now in pots, in strong, vigorous, field-grown plants, 25c each; 5 for \$1.00; \$2.25 per dozen; one each of the 10 varieties, \$1 75, postpaid.

### English Ivy

A splendid evergreen climber, with dark glossy green leaves; clings firmly to stone, brick or wood walls without trellis or support; very desirable.

20c each; 6 for \$1.00.

Of all the flowers in the hardy garden, the Peony is easily recognized as the Queen—in fact, it vies with the Rose for that title in many ways, for while in bloom it is without question the most glorious object in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. Especially fine for single specimens and cemetery planting. After blooming, their charm lies in the beauty of their foliage, for even when not in bloom the Peony plant is decorative in the extreme and well worthy of a prominent place in the garden.

### SELECT LIST OF PEONIES

Our list of Peonies we recommend as being the very best of the thousands of sorts in the trade, many of which are duplicates of other kinds.

**Eduilis Superba**—Red.

**Faust**—Delicate light pink.

**Felix Crousse**—Brilliant red. Extra fine.

**Humei Carnea**—Light rose, passing white.

**Insignis**—Beautiful violet pink.

**Jeanne D'Arc**—Pure white.

**Nobilissima**—Dark violet red.

**Festiva Maxima**—White center, flaked red.

**Duchesse de Nemours**—Sulphur-white, changing to pure white. Particularly beautiful. Double. Early.

**Candidissima**—Creamy white, with sulphur-yellow center.

**Rosea Elegans**—Soft rose-pink.

Price of all Peonies in the above list, in strong, two- and three-eyed roots, 75c each; \$8.00 per doz., assorted as desired, postpaid.

### New Hardy Everblooming Hydrangea

#### ARBORESCENS STERILIS

The New Everblooming Hydrangea is constantly in bloom from early in June until frost, and is one of the most important additions in the way of hardy shrubs ever introduced. Bears great clusters of white flowers. It will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house.

Price, strong, vigorous plants, well rooted, 35c each, postpaid; larger, field-grown plants, with several branches, fine roots, \$1.00 each, by express.

### Herbaceous Hydrangeas

Excellent for pot culture for blooming indoors during the winter. The foliage keeps dark green throughout the winter, making them an ideal decorative plant. They can also be grown outdoors during the summer.

**Otaksa**—Rich pink, changing to snow-white and blue.

**Avalanche**—Large corymbs of pure white flowers.

**General de Vibraye**—Very large heads of bright rose.

25 cts. each; \$2.50 per dozen, postpaid.



# Wonderful Chrysanthemums

Next to Roses, Chrysanthemums are one of our great specialties. Our large flowering varieties offered on this page have given us an international reputation, as this is one of the finest collections in America. No garden is complete without these easy-growing favorites. They make a magnificent show in the autumn, blooming September with early flowering varieties and continuing with late varieties until December; they produce their gorgeous flowers lavishly and will grow to perfection in ordinary soil with a fair amount of sunshine; and quickly make large, handsome bushes. If large specimen flowers are wanted pinch off all buds except the ones you want to develop, using good soil and give a fair amount of water, and use pots six to seven inches across. In cold climate the plants are not hardy in the winter; should be lifted and kept in cool, dark place; in milder climates they are perfectly hardy.

## New and Rare Varieties

**Harvard**—Magnificent deep, crimson. A rare color. Among the large flowering varieties. Flowers immense in size, perfect formed. In full bloom November 15th.

**Wm. Turner**—One of the grandest and most immense Chrysanthemums in cultivation. Almost inconceivable in size. Incurred. Pure white.

**Alice Salomon**—Large incurred. White. Maturing October 20th. Very desirable owing to size and earliness.

**Smith's Advance**—Best and first in earliness, magnificent white flowers coming in late September continuing through October.

**Unaka**—Strong growing, grand incurred bloom, first week in October; beautiful pink.

**Golden Glow**—Clear golden yellow, velvety finish, enormous flowers. The earliest yellow.

**White Chieftain**—Same as pink Chieftain, superb novelty, is ideal in form. Blooms November 1st.

**Early Frost**—Grand white, perfect in form, full to the center. Grand novelty, very early.

**White Bonaffon**—Pure white; beautiful ball-shaped flowers.

**Yellow Bonaffon**—Bright yellow. Standard of its color.

**Timothy Eaton**—Magnificent white. Very large.

**Chieftain**—An incurred rose pink on stiff stems and perfect foliage. Winner in many classes at fall show.

## Pompom Chrysanthemums

These are entirely hardy and produce hundreds of button-like, perfectly double flowers, making an excellent show. Last until late in the autumn. We offer the choicest varieties only. **Price, strong plants, 20c each, any 3 for 50c; \$1.75 per dozen, postpaid.**

**Golden Climax**—Golden yellow, large button type.

**Diana**—Pure white.

**Lillia**—Bright red, color exquisite.

**Godfrey**—Lovely pink.



Heller's Large Flowering "Mum"

### GLORIOUS SET OF FOUR

## Superb Chrysanthemums

For 50 cents we will send postpaid the following Four Superb Chrysanthemums; **Intensity, red; Gloria, pink; Yellow Bonaffon, yellow; White Eaton—four in all, for only**

**50c** <sup>POST</sup> <sub>PAID</sub>

Price of all Chrysanthemums on this page, except where noted, strong plants, 20c each, any 3 for 50c, \$1.75 per dozen, postpaid.

## Miscellaneous Plants

**Asparagus Sprengeri**—For pots, vases, or hanging baskets. The long, slender branches droop most gracefully, clothed with feathery, emerald-green fronds. **Strong plants, 20c each, 3 for 50c; larger size, 25c, postpaid.**

**Asparagus Plumosus**—Foliage surpasses a Maidenhair Fern; in grace and finish resemble the finest lace. Elegant for cutting; one of the best plants in our collection. **20c each, 3 for 50c.**



## Superb Hardy Cochet Roses

Note Illustration on Opposite Page

The Cochet Roses are the greatest of all hardy, ever-blooming Roses. No matter where you live, they are hardy, thriving vigorously and blooming with the utmost lavishness all summer through and making strong, sturdy bushes which last for years. The flowers are superb. The Cochet Roses, because of their wonderful merit, are a specialty with us. Easily the greatest of all garden Roses and the best sellers.

### Pink Maman Cochet

Called by some the Queen of all Pink Garden Roses, as it is one of the handsomest in our whole list. Its large, full and firm buds show wonderful depth and richness of color as they open into very large, perfectly double flowers of splendid substance. A clear, rich pink, changing to silvery rose.

### Crimson Maman Cochet

(Etoile de France)

This is without doubt one of the sweetest and best hardy Hybrid Tea Roses of its class and color. The plant grows to a strong, sturdy bush, and bears immense quantities of handsomely formed, deep, velvety crimson Roses of exquisite fragrance.

### White Maman Cochet

In shape and size like its parent, the Pink Cochet, but of a snowy white, occasionally tinged with a pale blush. One of the finest white Roses for open-ground culture.

### Red Maman Cochet

(Helen Gould)—A great red Rose, and produces magnificent flowers in wonderful profusion on long strong stems. Flowers are very full, and of splendid substance; in color a warm crimson.

### Yellow Maman Cochet

In shape, size and substance this is a typical Cochet Rose except that it is of a deep, silvery yellow. It has long been considered one of the very finest yellow Roses.

First size, magnificent one-year-old plants, of any of the Cochet Roses, 25c each; any 5 for \$1; larger size, 35c each; any 3 for \$1, postpaid; extra-heavy, two-year-old plants, 75c each, by express. Order early. The demand for these wonderful Cochet Roses is enormous.

### Special Offer

One each of this famous Cochet Rose Set, one-year-old plants, \$1; larger size, 5 in all, \$1.50, postpaid; the entire collection in large, two-year-old plants, \$3.50 by express.

## American Beauty, Queen Among Roses

See Illustration on Back Cover

Here in New Castle They Attain Marvelous Perfection. Wherever Roses Are Grown the Fame of the American Beauty Roses of New Castle is Known

In all the wide world this proud and majestic Queen reigns supreme as the most beautiful, most massive, most gorgeous and exquisitely fragrant Rose of its color now known. Its position is more secure today than ever before. The glory, the charm, magnificent growth and exquisite form of flowers are simply beyond description; color rich, glowing crimson, shaded and veined; flowers immense in size, wonderfully double and beautifully formed, with the fragrance

of the old Damask Rose; growth the most vigorous of any Rose we know of outside of Jeanette Heller; foliage large, leathery and of deepest green, especially free from insect attacks. Hardy in all sections of the country, but in cold climates should have careful winter protection. A splendid garden Rose.

This great Rose should be in every American home. Its magnificent beauty, wonderful fragrance and extraordinary merit must appeal to the patriotic instincts of every true American.

Strong, one-year-old pot-plants, 35c each; 3 for \$1.00; special size, 50c each; three for \$1.25, postpaid; extra-size, two-year-old plants, 90c each; three-year-old specimen plants—limited quantity—\$1.25 each, by express.

### Kaiserin Augusta Victoria

This marvelous Rose has had many rivals for the place it still retains in the greatest White, Hardy, Hybrid Tea in existence. Strong, sturdy grower; flowering with the utmost freedom. It holds first place as the most popular of all white Roses for general planting. From early spring until late fall its glorious full-double flowers in all their

perfection are produced continuously on long, stiff, erect stems; color delicate creamy white, with a delicious magnolia-like fragrance, exquisite buds, absolutely hardy.

Strong, one-year-old pot-plants, 30c each; 4 for \$1.00; special size, 40c each, three for \$1.00, postpaid; extra-size, two-year-old plants, 85c each, by express. All on own roots.



IT'S ALL IN THE SOIL

From \_\_\_\_\_

Postoffice \_\_\_\_\_ State \_\_\_\_\_

Do Not  
Forget  
the  
Stamp

Heller Brothers Company

New Castle,

NEW CASTLE ROSE COMPANY  
Growers of the Famous Roses of New Castle

Indiana

JEANNETTE HELLER is the ONE PERFECT ROSE of the World

# GREAT TRIAL OFFER

8  
Famous  
Roses, Including  
"Excela"  
for \$1.00

8 Strong Vigorous Rose Plants,  
Hardy Everblooming Varieties, \$1  
ALL SHIPPING PAID

\$1.00  
for 8 Hardy  
Everblooming  
Roses,  
Prepaid

This marvelous collection has made for us a  
world-wide reputation and stands for quality and  
quantity. Over sixty-five thousand (65,000) sets sold to date,  
the greatest sale of history. We stake our reputation on its  
pleasing you.

(PLEASE ORDER AS THE TRIAL COLLECTION)

Send us \$1—a dollar bill will do—and we will send you 8 beautiful, Hardy, Free-  
Blooming Hybrid Tea, Tea and climbing roses, sturdy one-year-old plants, the famous  
New Castle quality, each plant labeled, postage prepaid. As a special inducement we  
will include as two of the 8 White Mainau Cochet, without question the most wonderful  
bush Rose ever grown, also we include Excela, the grand set of all Hardy Climbing Roses.  
These two superb Rose bushes are almost worth the price of the entire collection. A marvelous  
offer. Plant them, care for them, and they will bloom in abundance this year. All Roses in this  
collection, other than those named, to be our selections.

HELLER BROS. CO., Rose Specialists, New Castle, Indiana



## New Castle, Indiana

**Please Write Plainly** Use this sheet for order only. If a letter is necessary, use a separate sheet of paper, and enclose a stamped, addressed envelope or post card for a prompt reply.

~~12~~ In the absence of specific instructions when to ship, goods will be sent at once.

**Please Leave Space  
Below Blank**

<b>Quantity</b>	<b>Name of Roses, Plants or Bulbs Wanted</b>	<b>Size</b>	<b>Dollars</b>	<b>Cents</b>
<b>Continue order on other side.</b>		<b>Amount carried over</b>		



THE DEMAND FOR THESE FAMOUS COCHET ROSES IS ALWAYS BEYOND THE SUPPLY. THIS YEAR OUR STOCK IS THE LARGEST WE HAVE EVER HAD. WE URGE EARLY ORDERING.

The Superb, Hardy, Everlasting

COCHET  
ROSE

White  
Maman  
Cochet  
(Helen  
Gould)

White  
Maman  
Cochet

Crimson  
Maman  
Cochet

Pink  
Maman  
Cochet

Heller Bros Company  
New Castle,  
Indiana

Special Offer

One each of this famous Cochet Rose Set, one-year-old plants, \$1; larger size, 5 in all, \$1.50, postpaid; the entire collection in large, two-year-old plants, \$3.50 by express.



**KAISERIN  
AUGUSTA  
VICTORIA**

**GREAT WHITE ROSE**  
KAISERIN AUGUSTA VICTORIA